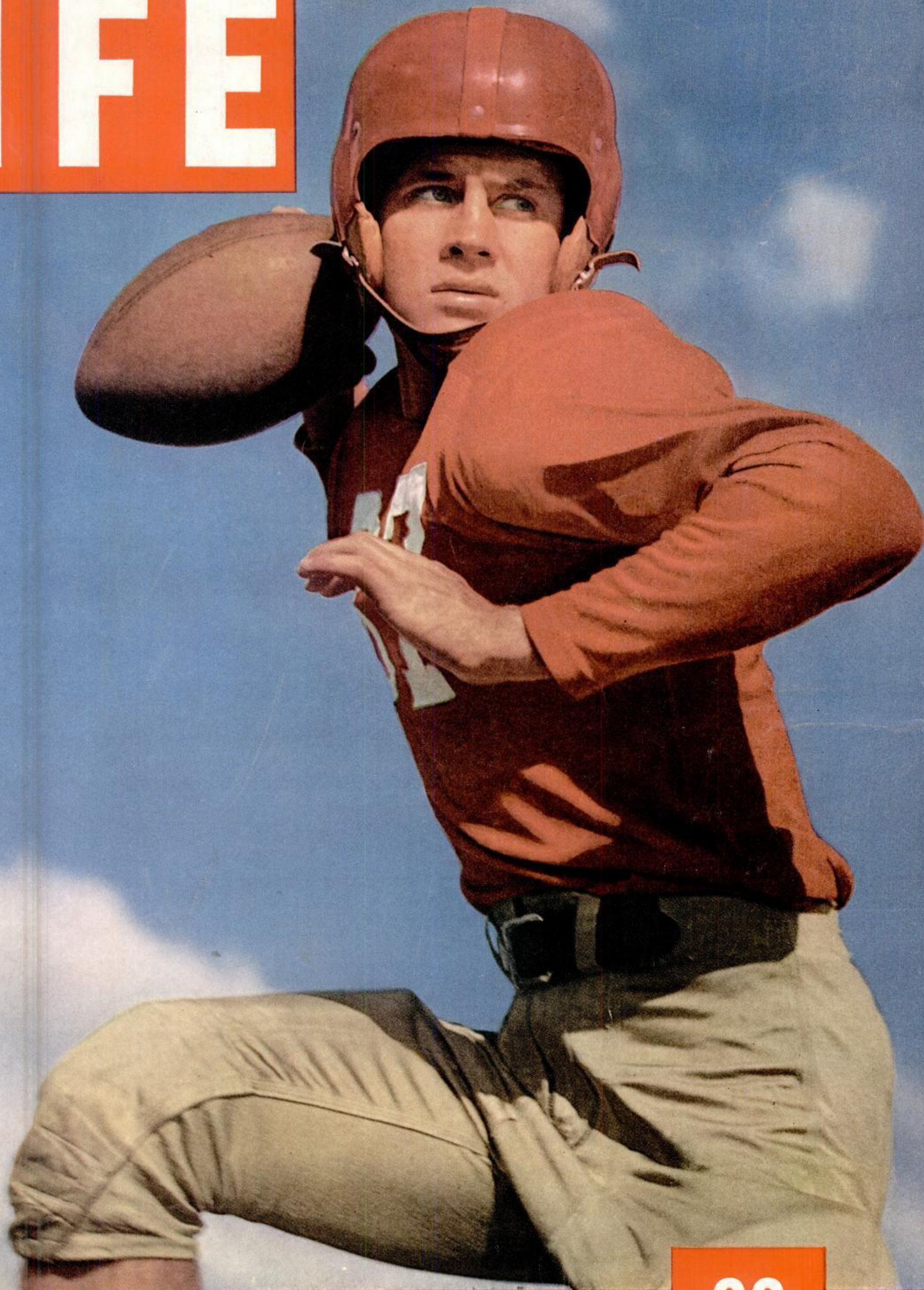


LIFE



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SOUTHERN
METHODIST

SEPTEMBER 27, 1948

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Cupid's bows

Look what Cupid caught this time—
smart, new Cannon towels!
They're tied with bows for true
love's sake—brushed with
tender colors—and destined to
gladden your own bathroom
wall. Have sunny chartreuse,
shimmering grey—have
them both together.
It's hard to resist such soft
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prices are so low—from
about 39c to \$2.95.

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Today, Long Distance calls go through in about two minutes on the average. Now and then there are delays, but we're handling nine out of ten calls while you hold the line.

We've added many new circuits and switchboards and more are coming along. Our operators know their job.

Our aim is to put your out-of-town calls through faster than ever before. And we're working hard to do it.

BELL TELEPHONE SYSTEM

This One



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Throw the dirt away right in the bag...



...WHEN YOU OWN A NEW GENERAL ELECTRIC "AIRFLO" CLEANER!

Yes, you can say good-bye forever to the grim and grimy job of emptying a vacuum cleaner the old-fashioned way.

With the new General Electric "Airflo," you just throw the bag away, dirt and all. Insert a fresh, clean bag in its place.

Hands never touch the dust. Nose never breathes it. Cleaning is really a *clean* operation, all the way through.



Out with the old—in with the new. Takes only a few seconds. It's easy, sanitary, convenient.

Four "Throw-Away" bags of white cotton come with every new "Airflo." Each bag good for about 4 weeks of normal use. Replacements available from your retailer. The cost? Mere pennies per month!

See this modern "Airflo" with "Throw-Away" bag at your nearest General Electric retailer's. General Electric Company, Bridgeport 2, Conn.



A complete all-purpose cleaner with a famous General Electric motor



"AIRFLO" with "Throw-Away" bag

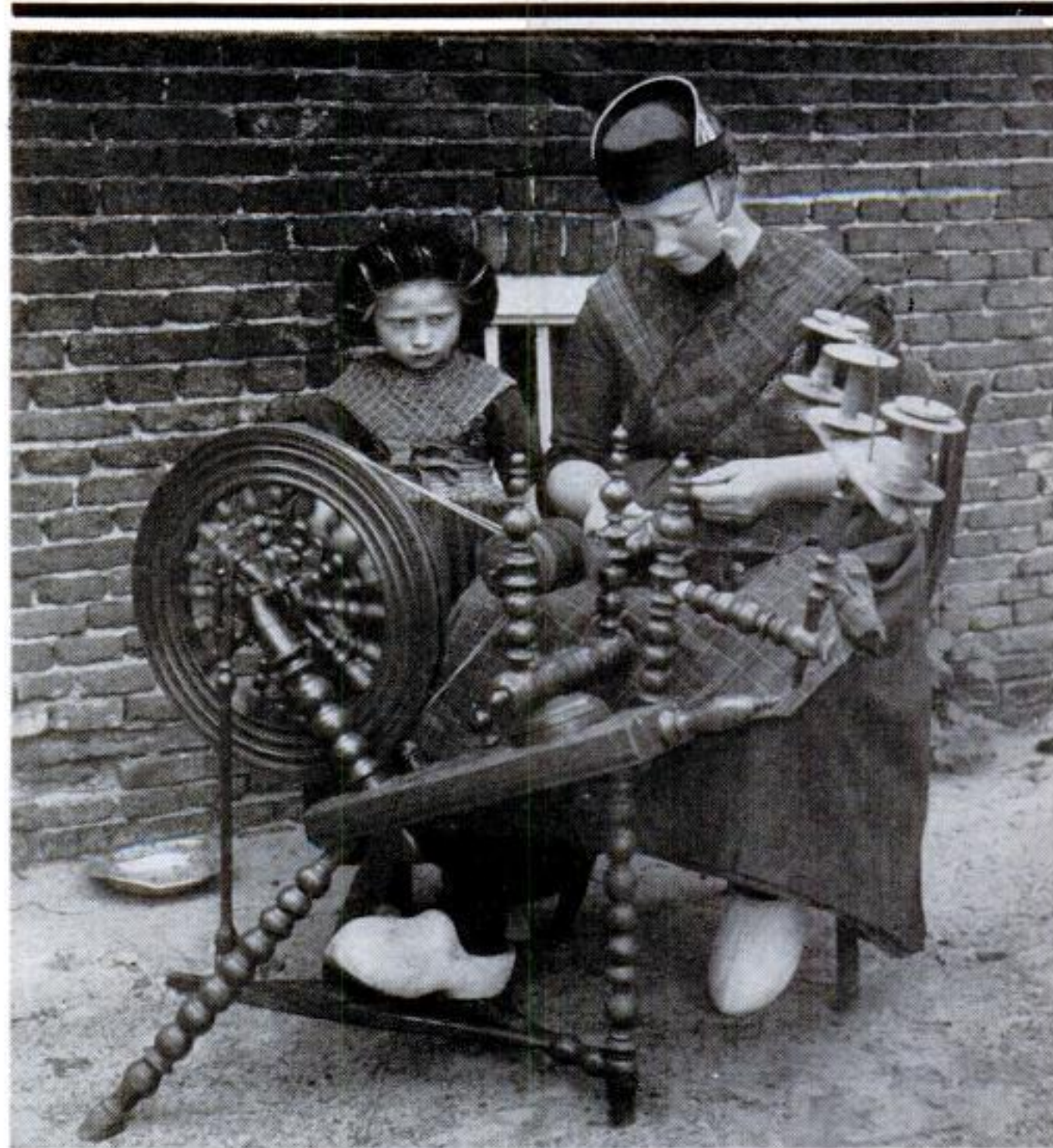
Only \$79.95* including 7 attachments and 2 extension tubes

*Manufacturer's suggested retail price.

Approved by Underwriters' Laboratories, Inc.

GENERAL ELECTRIC

LIFE'S REPORTS



STAPHORST WOMEN, isolated for centuries from the world's industrial progress, spin clothes for their families from wool gathered on the family farm.

THE STRANGE WAYS OF STAPHORST

Marriages are consummated before the weddings,
funerals end with feasts in this Dutch village

by FRANK GIBNEY

"Why we've stayed apart from the world so long I really couldn't say." Old Klaas Dunnink, the self-taught Staphorst historian, squinted through his square, 18th Century spectacles and shuffled his wooden shoes on the sanded floor. "Call it the clan spirit if you like. And realize that we've always kept the medieval town feeling: all outsiders are against us and we must set ourselves against the world outside."

Less than 300 yards from where he spoke came the rumble of passing trucks and cars from the sleek modern highway that connects the bustling little cities of Zwolle and Meppel in the Dutch province of Overijssel. But the room in which he sat was centuries removed from concrete roads and the internal combustion engine. This was Staphorst, a furtive, inbred town of some 7,000 souls whose eccentric customs have for centuries sealed them off from the life of the Netherlands.

Staphorsters wear the clothes of a hundred years ago. Their houses and their way of living belong more to Rembrandt's day than Juliana's. Their rugged, Old Testament religion harks back to the Bible-worshipping days of the 16th Century. Some of the beliefs they still hold arose and died throughout the rest of Holland from the 16th to the 19th Centuries. But for all their religiosity Staphorsters have retained some highly pagan customs in their mass of tribal tradition. Impelled possibly by a desire to make every marriage count, they practice a system of down-to-earth courtship that makes New England bundling seem prudish.

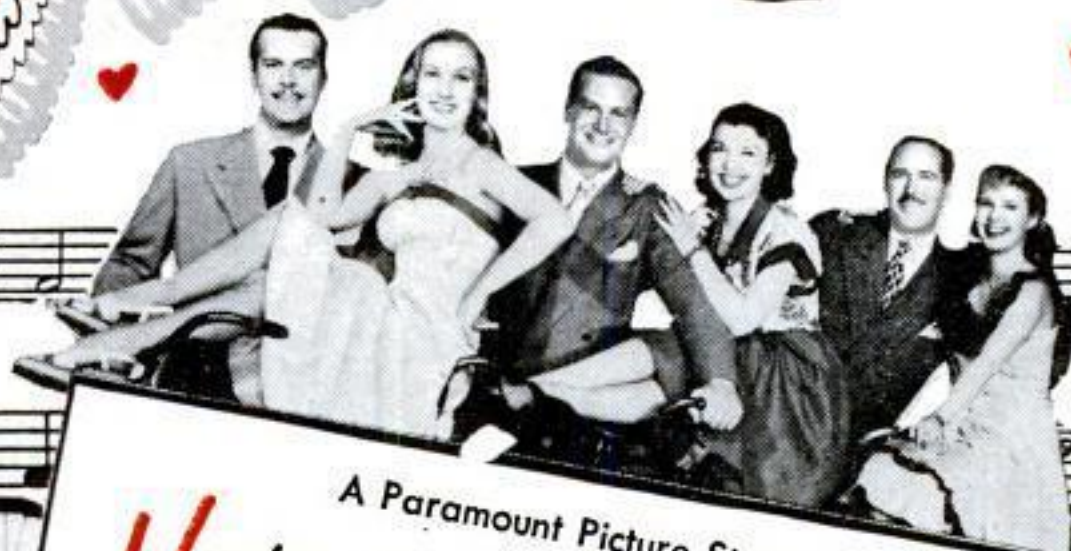
The beginnings of a Staphorst romance are as stylized and as unorthodox as its culmination. An ambitious swain singles out the fair one to whom he wishes to pay court. A Staphorst "pass" involves snatching the tiny bundle tied to the girl's waist in which she keeps her raincape. If the girl allows her raincape to be carried off, she in-

CONTINUED ON PAGE 4

LOVE IS BUSTIN' OUT ALL OVER!....
YOUTH-FILLED ROMANCE set to SONGS

in Paramount's JOY-PACKED,
that'll set your heart throbbin' n' bobbin'

Isn't It



A Paramount Picture Starring
VERONICA LAKE
Now everybody'll know that V.L. stands for
"Violent Love!"
MONA FREEMAN
She wrote all those sizzling love letters in "Dear Ruth!"
BILLY DE WOLFE
Comedy sensation of "Dear Ruth" and "Blue Skies!"
MARY HATCHER
The girl who put the spice of life into "Variety Girl!"

Isn't It Romantic

with **ROLAND CULVER** • **PATRIC KNOWLES** • **RICHARD WEBB** and **PEARL BAILEY**

Produced by **DANIEL DARE** • Directed by **NORMAN Z McLEOD** • Screenplay by Theodore Strauss,

Josef Mischel and Richard L. Breen • Based on a story by Jeannette Covert Nolan

You'll come
out humming these
happy tunes... and
chuckling way down
to your toes!

"MISS JULIE JULY"
"WOND'RING WHEN"
"ISN'T IT ROMANTIC?"

just picture the pleasure
of wearing such treasure



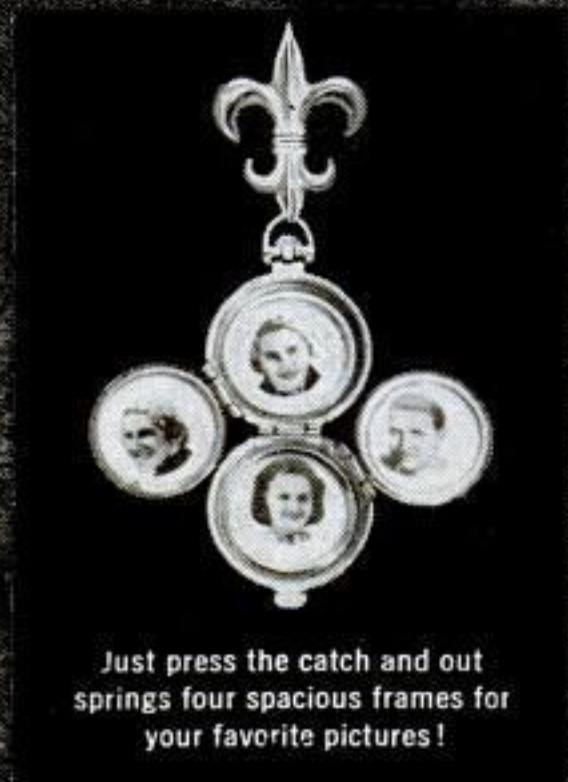
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Family Album Locket

about \$10



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Just press the catch and out
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with all the artistry of antique watch cases
... these fob-lockets are real Heirlooms
of Tomorrow! Open, the locket reveals your
four most precious pictures. Closed, it goes
with equal fashion dash on every suit and
dress you have. Here's a Coro Original you simply
must own! Prices plus tax. At all leading stores
or write Coro, Inc., New York 1

about \$5



AMERICA'S BEST DRESSED WOMEN WEAR CORO JEWELRY

design patents appl'd for

LIFE'S REPORTS CONTINUED

dicates tacit consent to beginning the courtship.

Only once a year, at the annual April Staphorst market day and fair, can there be any variations on this tried-and-true approach. On that day each Staphorst girl ties a small cloth bag full of peanuts under her many-layered skirts. In the ensuing village frolics the youth who grabs the bag gets the girl as well as the peanuts.

Thus begun, the Staphorst courtship runs its way with aboriginal regularity. At the side of each thatch-roofed house is a small room where the unmarried daughter of the family sleeps. The window to this room is about half the size of the others and set a couple of feet higher off the ground. On Monday, Wednesday and Friday evenings the Staphorst swain whistles coyly outside the window and scrambles inside to spend the night with his girl friend. The girl's parents, sitting quietly in the next room, hear the youth's approach with satisfaction and a pious hope that their daughter will prove fertile. For until she becomes pregnant as a result of the courtship, there can be no marriage.

When the girl becomes pregnant, the engagement is then announced. If she remains barren after a succession of Monday, Wednesday and Friday nights, the community regards her with primitive suspicion and contempt. To express this graphically, her disappointed boy friend will one night put up a scarecrow outside her house. His friends also help him strew a Halloween-like mass of rubbish and dismantled wagons over the offender's front lawn. The "trial engagement" is officially off.

On the other hand, once a girl becomes pregnant the marriage must take place. If her *de facto* fiancé tries to renege the deal, he gets swift and rough treatment. A gang of Staphorst boys, after thoroughly mauling the hedger, drive him to the girl's house in a pigsty on top of a farm cart. He must then promise publicly to marry her. If he balks his friends keep beating him until he gets into line. Staphorsters recount stories of many such "pigsty" marriages having worked out very well.

Very shortly after the "engagement" is announced, the Staphorst couple goes through the civil marriage ceremony at the town hall. But they do not regard themselves as really wed until the church ceremony a week later. Meantime, with belated continence, bride and groom continue to live with their respective parents.

Next to marriage Staphorst

Glorious day-greeter



(WITH A
HEALTH NOTE
IN EVERY SIP)

SUNSWEEP HELPS KEEP
YOU REGULAR, TOO —

SUNSWEEP PRUNE JUICE

In Bottles
or Cans



Prepared and distributed by the
makers of Mott's apple juice, apple sauce,
cider, vinegars, and jellies

Give your
Lighter new

ZIP!



ZIPPO flints!
Especially made by the makers of
famous Zippo windproof lighter.
Sure-sparking. Long-lasting. Fit
most lighters. 4 for 10c.

ZIPPO fuel!

Another great Zippo product!
Quick-lighting. Burns with clean,
clear flame. Works in any lighter.
Now available in cans with con-
venient pouring nozzle. 25c.



Give a friend a grand
gift with this new
3-in-1 kit!



WHAT A
CONVENIENCE!
A year's supply of
flints (for the average
smoker), and a can of
Zippo fuel, for only 50c
extra with any Zippo
lighter. Ask your
nearest dealer.

Zippo Manufacturing Company, Bradford, Pa.

CONTINUED ON PAGE 6

2 ways to do fine ironing

The HARD way...

by hand, slowly... with hours of standing, lifting, pressing... with tired feet and aching back. Sure, the ironing looks beautiful... but YOU feel like a wreck!



Every feature you've wanted in an ironer—easiest to use—husky but streamlined—Dial Heat Control—big work surface—yet GLADIRON costs but half the price you expect!

The HAPPY way... with the **GLADIRON**

Half the time... half the work. You sit down and zip through shirts, tablecloths, frilly dresses, everything. Your ironing looks just as beautiful... but it's done hours sooner, and you're still fresh as a daisy.



Of course, if the THOR GLADIRON cost a million dollars, the way so many things seem to these days, you might have to keep on doing your ironing the hard way. But the mass-produced cleverly designed GLADIRON costs so very little to own that you oughtn't let yourself live another day without its wonderful help. Actually the GLADIRON, with all its features, is priced at only half as much as most other full sized ironers!

Ask your THOR Dealer about a GLADIRON Free Trial offer. See how simple it is to iron this easy way. Instead of being fagged out after ironing, you'll be full of pep and ready for a movie. Yes, just TRY the GLADIRON and you'll never again slave over an ironing board!

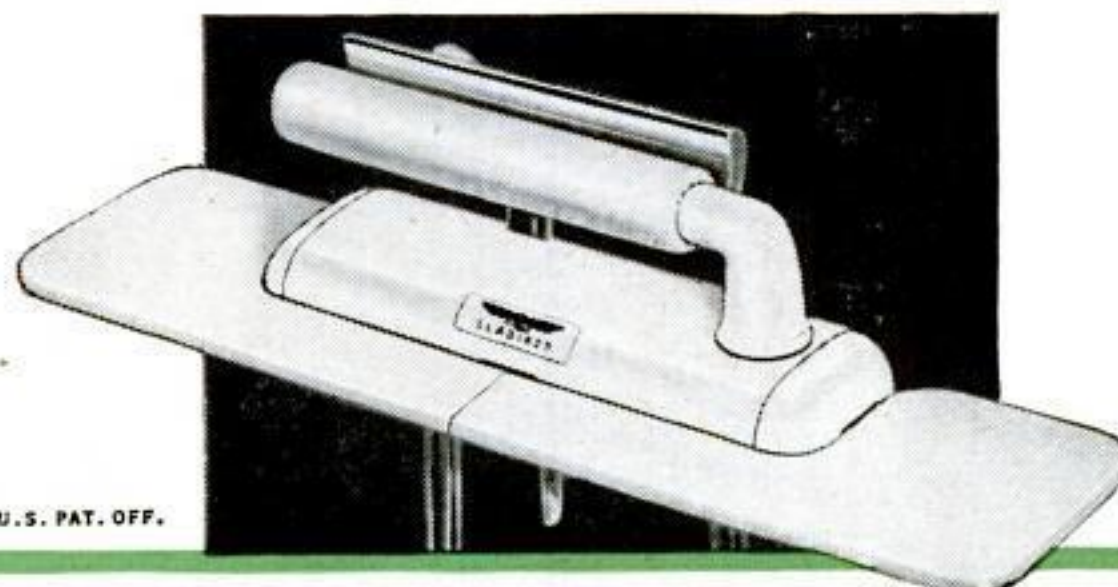
Only \$99.50

EASY TERMS

FREE TRIAL

SEE YOUR THOR DEALER

Iron by a pleasant window!
The GLADIRON folds up and wheels easily as a tea cart.
Store snugly in a closet.



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Exclusive GLADIRON Roll makes easiest ironing of shirts and fussy things.

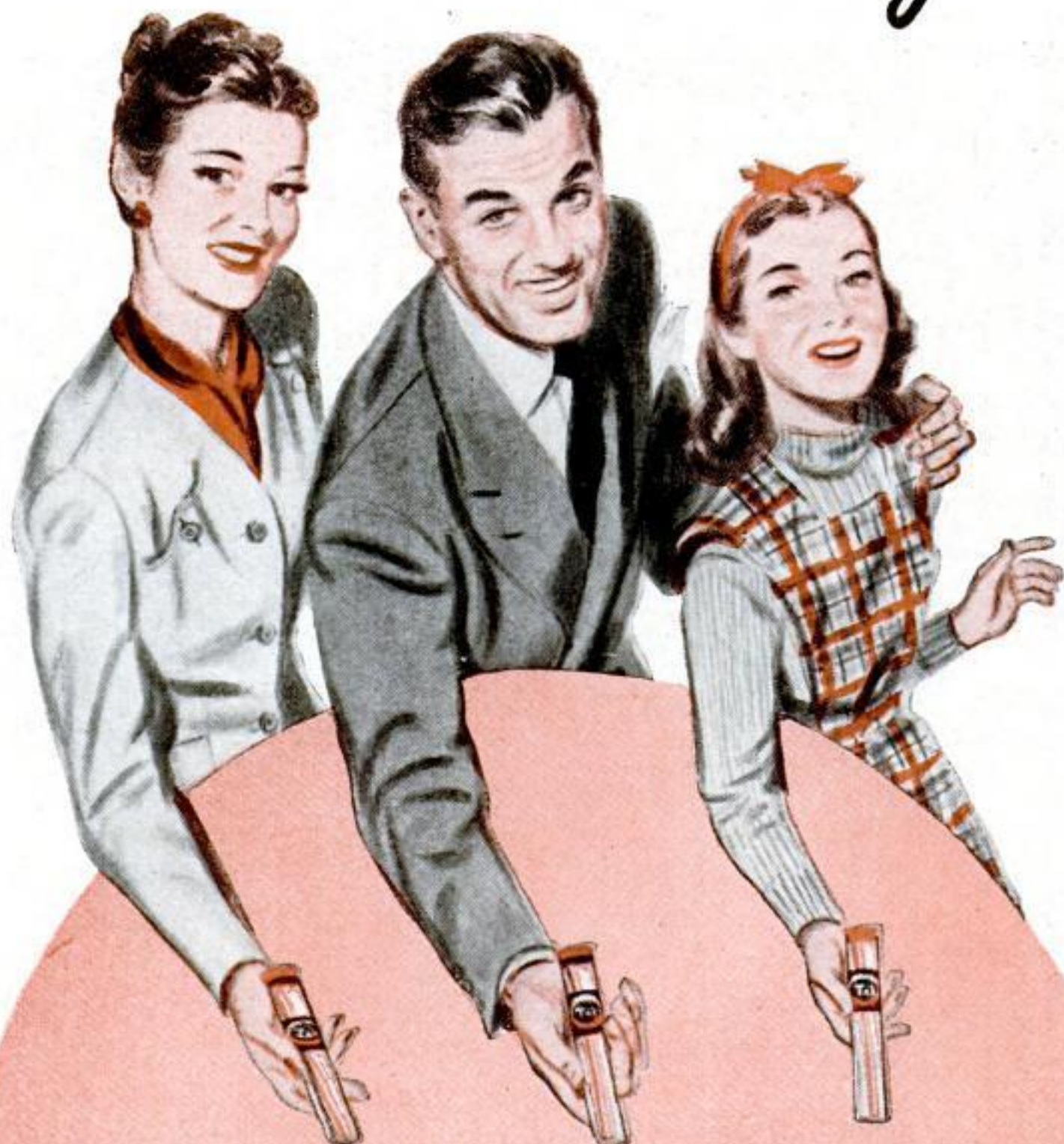


Wonderful for flatwork because there's greater heat and pressure per square inch.



One single control at your knee operates the GLADIRON. Leaves both hands free.

Now your whole family can have the best...at a bargain!



Tek *De Luxe*

Tooth Brush

3 for the price of 2

(plus one cent)

\$1.47 value for 99¢

Tek celebrates its 20th birthday with a thrift party that saves you 48¢ on finest tooth brushes money can buy!

• Three cheers for your family's health—smiles—and pocketbooks!

No ordinary sale, this. Money can't buy a better tooth brush than TEK De Luxe—with its waterproof, long-life Keton bristles—and individual, unbreakable traveling case.

But now, for 99¢—just one cent more than two TEK De Luxe brushes would cost... you can actually take home *three*!

BUT HURRY...SUPPLY LIMITED!

Treat your whole family to brighter, cleaner Tek-brushed smiles!



Regular Price... 3 TEK De Luxe \$1.47
Family Thrift Sale Price99
YOUR SAVING 48c
Tek Hughes, Inc., 500 Fifth Ave., N.Y.C.

LIFE'S REPORTS CONTINUED



STAPHORST HISTORIAN, Klass Dunnink, sits by old-style stove.

sets greatest ceremonial store on death. The gloomy Staphorsters stop thinking of the afterlife only when they reach it. Staphorst funerals are long, protracted affairs, invariably held in the house of the deceased. For a minimum of three hours the frock-coated dominie, with only passing mentions of the dead person, expatiates on the eternal terror that will be the lot of evildoers. After everyone has been satisfactorily scared, the company sits down to a traditional funeral feast—the men with their brushed black jackets at one long table, the blue-veiled women at another.

Since almost everyone in Staphorst is someone else's cousin, at least half of the village is constantly in mourning. Mourning periods range from six months for a neighbor to two years for a close relative. Dark blue is the color of half mourning. Deep mourning is light blue or—on Sundays—white.

The world of Staphorst is a small one. Though its dwellings have been built at various times over a period of 300 years, their neat uniformity would do credit to a federal housing project. All the doors and shutters of the red-brick houses are painted an identical bright green. The window sills and foundations gleam with a coating of white and light blue. In the old Dutch tradition, house and barn are combined in one long building with a common, sloping roof.

In the fields and walking the road in front of the old, doll-like houses the actors of the anachronistic panorama appear: blond, broad-cheeked women in the uniform silver headdress, wiry, sharp-faced men. There is an eerie sameness about everyone's face, a certain vapid, standardized expression. A visitor can pass a week in Staphorst without seeing a single brunet. Staphorsters are smaller than average and most young men are rejected for military service on this

Welsh



DELIGHTED CHILDREN DISCOVER

A Doll Carriage

EXACTLY LIKE THE
FAMOUS WELSH
CARRIAGE FOR
REAL BABIES!

Many Adorable Models From Which to Choose! Lovely Colors!

AT ALL LEADING STORES

★
Mother! SEND DATE OF YOUR BABY'S BIRTH TO WELSH CO. FOR AN INTERESTING HOROSCOPE.

WELSH COMPANY

Largest Manufacturer of Folding Baby Carriages
1535 S. Eighth St., St. Louis (4), Mo.

Like good food?



Don't appear rude
Always carry

TUMS

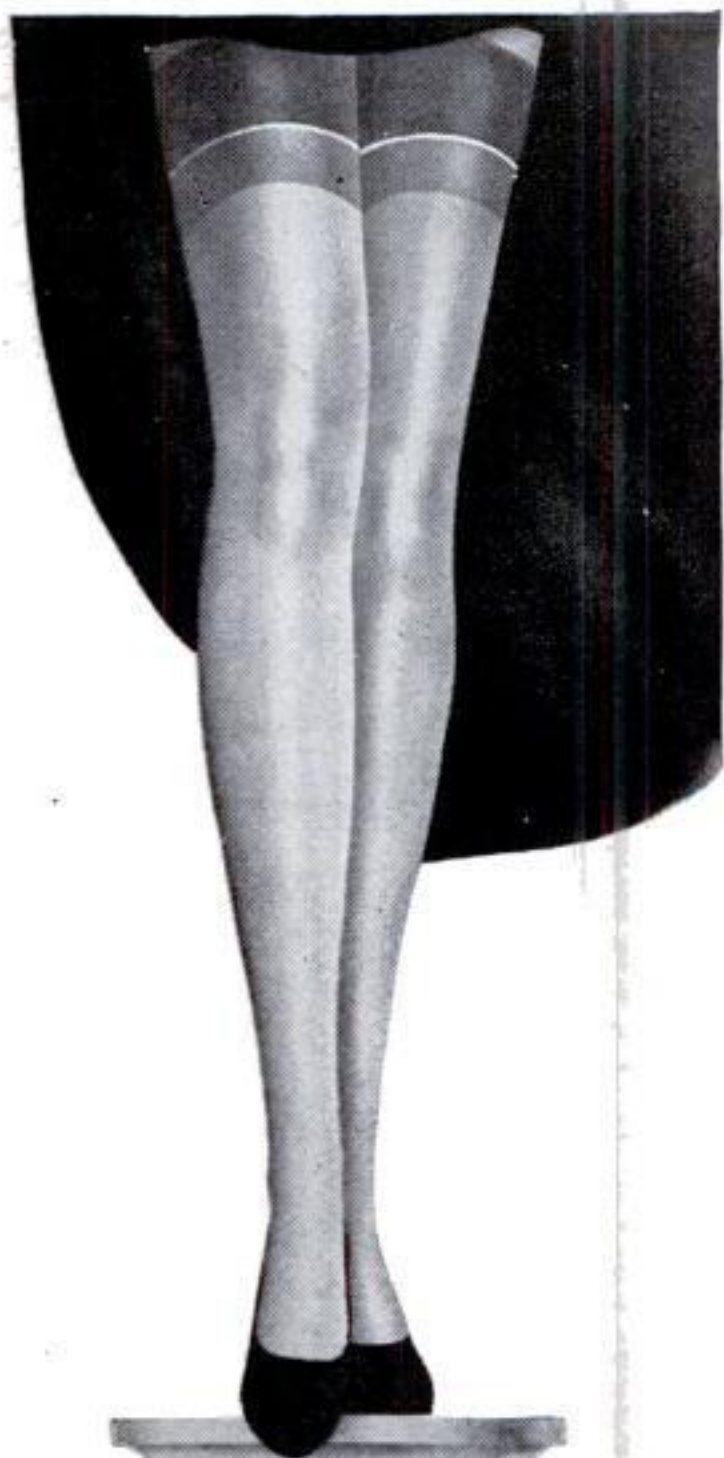
The more delicious the food, the more you may need Tums—to relieve acid indigestion, gas and heartburn *almost instantly*. No baking soda (bicarbonate) in Tums. No risk of overalkalizing—no acid rebound! No mixing or stirring with Tums, either—take them like candy mints... you'll feel better fast! Get Tums today!

Night and day, at home or away, always carry TUMS FOR THE TUMMY!



QUICK RELIEF FOR ACID INDIGESTION

(NR) TUMS are antacid, not a laxative. For a laxative, use mild, dependable, all-vegetable NR Tablets (Nature's Remedy). Get a 25-cent box today.



ON A PEDESTAL



Gotham is
the World's Leader
in 51 and 54 gauge
fine nylon stockings

AND MORE WOMEN ASK FOR
GOTHAM GOLD STRIPE THAN
FOR ANY OTHER BRAND!

So sheer, so beautiful, so fashion-right
in style, fit and color... your legs are
as style-right as your clothes when you
wear Gotham Gold Stripe Nylons!

If your wardrobe includes browns and
winter greens choose Ember, a glowing
brown in 51 gauge, 20 denier. If not ob-
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GOTHAM HOSIERY COMPANY OF CANADA, LTD.
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GOTHAM HOSIERY COMPANY, INC.—DEPT. L927
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I would like 51 gauge Gotham Gold Stripe
Nylons, illustrated "On A Pedestal." Please
send me, through a local store,
pairs Gotham Gold Stripe Nylons in 20
denier, 51 gauge Ember, Style 4253, at \$1.95
a pair. My size is..... I enclose Check ☐
or Money Order ☐. (Don't send stamps.)

NAME.....

ADDRESS.....

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Coupon orders filled only in the U.S.A.

LIFE'S REPORTS CONTINUED

account. In addition almost every other person has the same name. The Dunninks, the Blaemerts, the Brakkes, the Schras and a few other families divide the village among them.

The original Staphorsters were Frisian fishermen who came south in the 11th Century. By 1283, when their first church was built, they had already formed a thriving agricultural community.

In the 18th Century, the long wars in the Netherlands for a time over, Staphorst got an atavistic call to the sea. Scores of young Staphorst men went off to Greenland with the Dutch whaling fleets. Except for a sizable emigration to Michigan in the 1840s it was the first, last and only time that the Staphorsters packed up their grips for large-scale travel.

The religion that the Staphorsters like their ministers to preach has changed very little in the last three centuries. The Staphorst God is a wrathful Old Testament king, who dispenses blessings in direct proportion to the hard work of the recipients. Heaven is a blissful dream. Hell-fire is an ever-present prospect. Old Staphorsters still rattle their heads disapprovingly when they talk of the "radical" who introduced New Testament readings into the schools 50 years ago.

Every Sunday at 10 o'clock the somber-looking men and their women—bedizened for the occasion in their brightest bodices, most voluminous black skirts and shiniest silver-buckled shoes—troop into the Staphorst churches. After two hours of prayer, highlighted by a spirited clerical description of the horrors of hell, the Staphorst congregation adjourns for the Sunday soup, which is traditionally prepared by the men. At 2 they return to church for another service with the frock-coated dominie, which often ends barely in time for the 5 o'clock milking.

Bicycles and electric lights are in almost universal use. The dairies are metallically modern, and some up-to-date farming methods are used. But such modern institutions and conveniences are tolerated rather than accepted; and with these exceptions Staphorst still lives the life of long ago. Each night, when the last chore is done and the last Bible read, Staphorst families still crawl en masse into the ancient Dutch cupboard beds—dark, windowless closets entered through a pair of narrow, yard-high doors (which are always closed).

The Staphorsters have a rigid united front against all outsiders. Not long ago a farmer discov-

SIGHT SAVERS
DOW CORNING SILICONE TREATED TISSUES
KEEP YOUR GLASSES CLEANER

SILICONE TREATED TISSUES
CLEAN & POLISH EYE GLASSES

SO PERFECTLY only silicone treated tissues can clean your glasses so completely—give them such amazing clarity and luster—and protect them from annoying surface scratches.

SO EASILY dust, dirt and grime disappear like magic when you clean your glasses with handy to carry, easy to use SIGHT SAVERS.

YOU SEE MORE CLEARLY

AVOID NEEDLESS EYESTRAIN caused by dirty glasses like the lens at left photographed after 4 hours normal exposure. Lens at right shows how thoroughly SIGHT SAVERS restored clarity and luster. Enjoy the comfort and efficiency your glasses can give you by keeping them clean with SIGHT SAVERS.

HANDY TO CARRY
In pocket or purse, office or car, keep SIGHT SAVERS handy, wherever you are

EASY TO USE

full month's supply
10¢
at druggists, opticians and tobacco counters

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Takes the "IF" out of Winter Starts!



Ask your Mobilgas Dealer before winter comes to test your battery—save you time, trouble, expense. He can recharge battery, if necessary—clean or replace cables—add fresh water to proper level—do everything to give you flying starts every time.

RUGGED Mobil Battery



No Better Buy for Your Car!

• If you need a replacement, get one guaranteed by the Makers of Mobilgas—a famous Mobil Battery! It's unsurpassed in quality, really "stands up"

under hard service, gives split-second starting. For rugged dependability and extra long life, it's the battery to rely on! Stop at the Sign of Friendly Service.



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LIFE'S REPORTS CONTINUED

ered that his wife had been betraying him with a neighbor. In a rage he rushed to the culprit's house and stabbed him 20-odd times with a penknife and later a bread knife (after the penknife broke). Haled before a court in a nearby town, the farmer was acquitted because his victim had refused to testify against him. United by outside pressure, cuckold and lover later became fast friends.

In all the town there is just one quiet, wistful internationalist. "Amerika" Taling is a willowy, slightly built old man who left Staphorst in 1906 to go to America. Four years later, when he was 27, he came home to marry his Staphorst girl—or at least to snatch her rain cape—and take her back to Grand Rapids. But the girl had changed her mind. For two years Taling waited. Then he finally married someone else.

All this time Amerika desperately wanted to get back to Grand Rapids. But he could never persuade his wife to travel. Resigned but not contented, he resumed his trade of cabinetmaker and raised a family in Staphorst. Finally, after decades of coaxing, he persuaded his wife to take a trip. It was then 1940. "All the good times," Amerika said with sad humor, "a woman says no. When she finally says yes, it's already impossible."

Two centuries ago Oliver Goldsmith in *The Deserted Village* bewailed the fall of the village life and ethos before the crush of the industrial revolution. He would also discover today—that to keep their village ethos intact in an age of cities the Staphorsters have had to insulate themselves with an odd combination of bigotry, self-righteousness and suspicion. Their attitude toward the modern age might be summed up in the words of a sober-faced Staphorst workman who heard a radio for the first time in a neighbor's house. "There is a sound there," he said. "It is not good. It comes from the doomed world—outside."



STAPHORST HOUSES have courting windows (right) for lovers.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

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**A SPECIAL PREPARATION
FOR SHAVING**

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NO BRUSH

Modern life demands at least 1 man in 7 shave *every day*—yet daily shaving often causes razor scrape, irritation. To help men solve this problem, we perfected Glider, a rich soothing cream.

Glider *protects* your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean *without scraping or irritating*. It's quick and easy to use. It needs no brush—and it's not sticky or greasy.

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Get Glider at your regular dealer's. Or send us your name and address—and we'll mail you a guest-size tube, enough for three full weeks, free. The J. B. Williams Co., Dept. LG-12, Glastonbury, Connecticut, U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

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VENUS Hooded Pen

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NO BLOTTER NEEDED
Uses quick-drying ink (writes dry) or regular ink. Exclusively designed.

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Every pen *Pre-tested* and *Guaranteed* by American Pencil Company—makers of famous Venus Pencils.



says JANE WILSON,
soprano soloist on the Fred Waring
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Monday nights 10:30 p.m. EDT over NBC.



Look what this big beauty delivers! Genuine FM, superb AM, and automatic phonograph with the great G-E Electronic Reproducer. New depth and realism in both radio and records. Elegant cabinetry, excellent value. Model 376.

"It spoils you for anything less perfect..."



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You'll never settle for less when you hear the glorious realism of G-E **natural color tone** FM. It ushers "concert-hall-beauty" right into your living room. More than 600 FM stations, coast to coast, now broadcast this finer kind of radio, virtually free from static, fading, and station interference. More

than 400 of these FM stations are transmitting your favorite network programs with unmatched clarity and fidelity. With a General Electric FM-AM radio or radio-phonograph, this new world of superb reception is yours to enjoy in **natural color tone**. Ask your G-E dealer for a demonstration.

General Electric Company, Receiver Division, Electronics Park, Syracuse, N. Y.

Genuine FM at a popular price! All the advantages of virtually static-free FM enhanced by G-E **natural color tone**. Standard broadcasts, too. Accurate, sensitive tuning. Smartly designed. Model 210, below.



GENERAL ELECTRIC

170-G9

Why wait? Genuine FM radio *plus* AM radio *plus* automatic phonograph. This has the matchless G-E Electronic Reproducer. This has distinguished Federal period cabinetry. This has the tone, the features, the looks, the value. Model 378, left.



Wonderful FM in a compact, beautiful table model and priced where you want it. Both genuine FM and standard radio in all the realism of **natural color tone**. 5 1/4" speaker with permanent magnet of G-E Alnico 5. In rich rosewood plastic. Model 356.

Tune in General Electric House Party with Art Linkletter, weekday afternoons on CBS, and the General Electric Fred Waring Show, Monday nights on NBC.

"Easy riding? That's not the half of it!"

— SAY THOUSANDS OF NEW 1949 **MERCURY** OWNERS

*You've never heard anything like the comments that keep pouring in about that all-new **Mercury** ride! Owners are discovering that **Mercury's** all-new front and rear springing has really added something new to riding comfort. They say there just isn't a smoother-riding car at the price! And there isn't!*



YOU CAN EXPECT more—much more—than just new riding comfort with Mercury. The 1949 Mercury's all-new *all over*!

You get a powerful new 8-cylinder, V-type Mercury engine that gives you surprising *economy*. You get all-new easier *steering*, all-new "super-safety" *brakes*. You get all-new broader, softer *seating*, all-new increased *visibility*, too!

Yes, and you get an all-new body design that makes your Mercury the most distinctive car on the road! See it—and you too will say: *It's Mercury for me!*

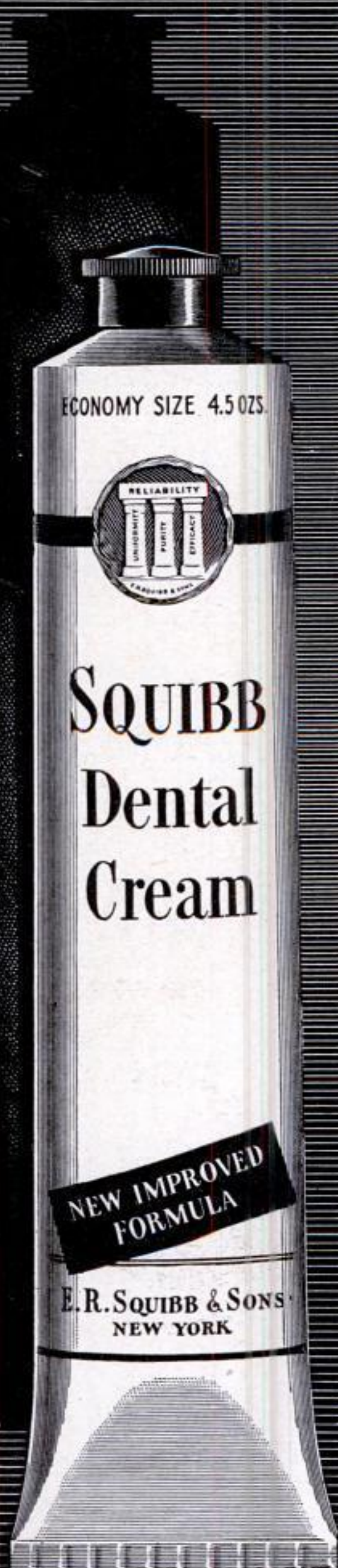


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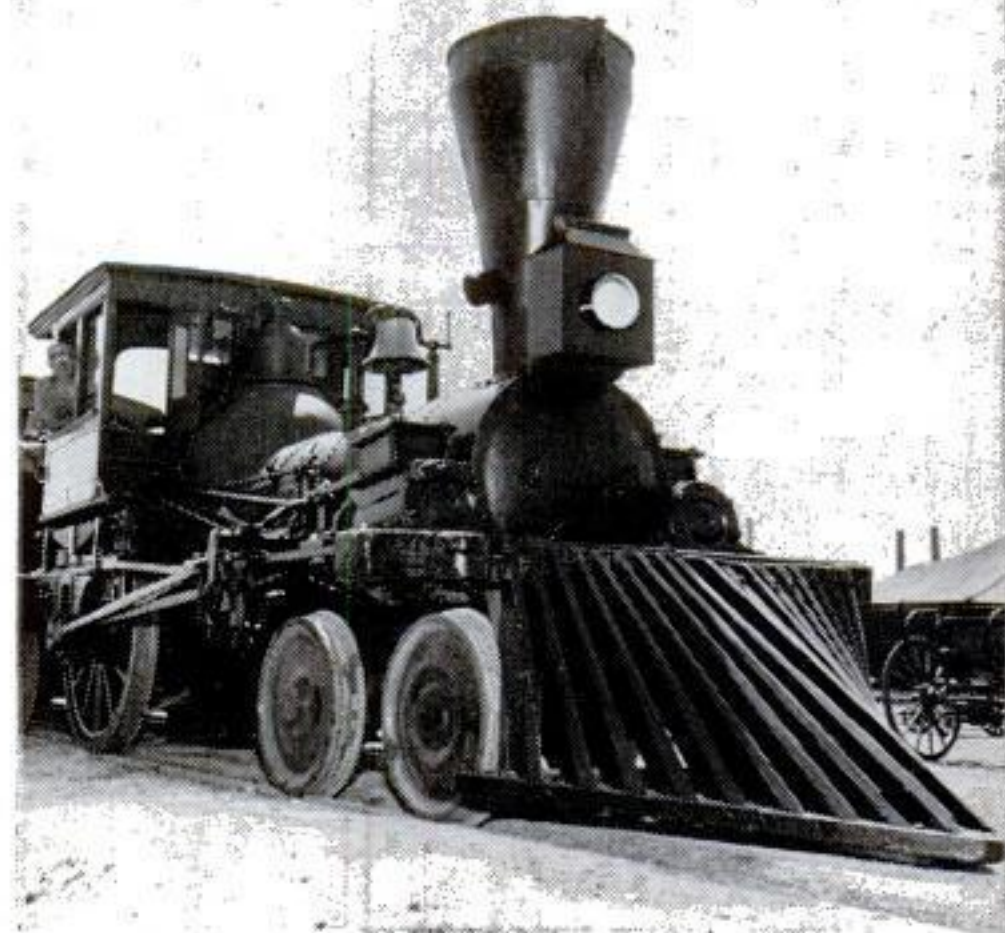
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THE "LAFAYETTE," BUILT IN 1837, WAS BALTIMORE & OHIO'S FIRST HORIZONTAL BOILER



THE "PIONEER" (Chicago and North Western) once did 25 mph, had not run for almost 70 years before fair.

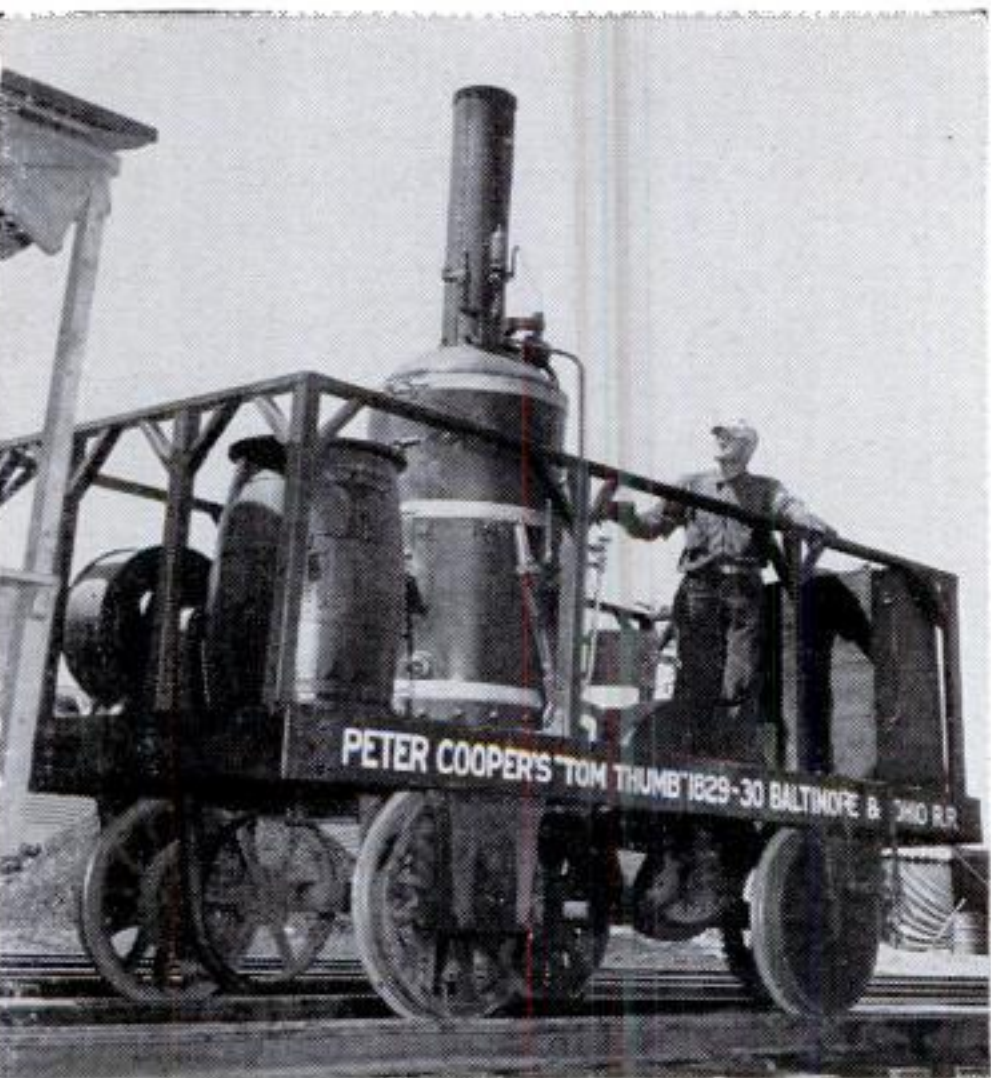
SPEAKING OF PICTURES

***... THESE TRACE THE
U.S. LOCOMOTIVE'S
HISTORY SINCE 1830***



THE "BEST FRIEND OF CHARLESTON" (Southern Railway) was displayed only in replica at Chicago, held many firsts. It was the first U.S.-built locomotive to go into

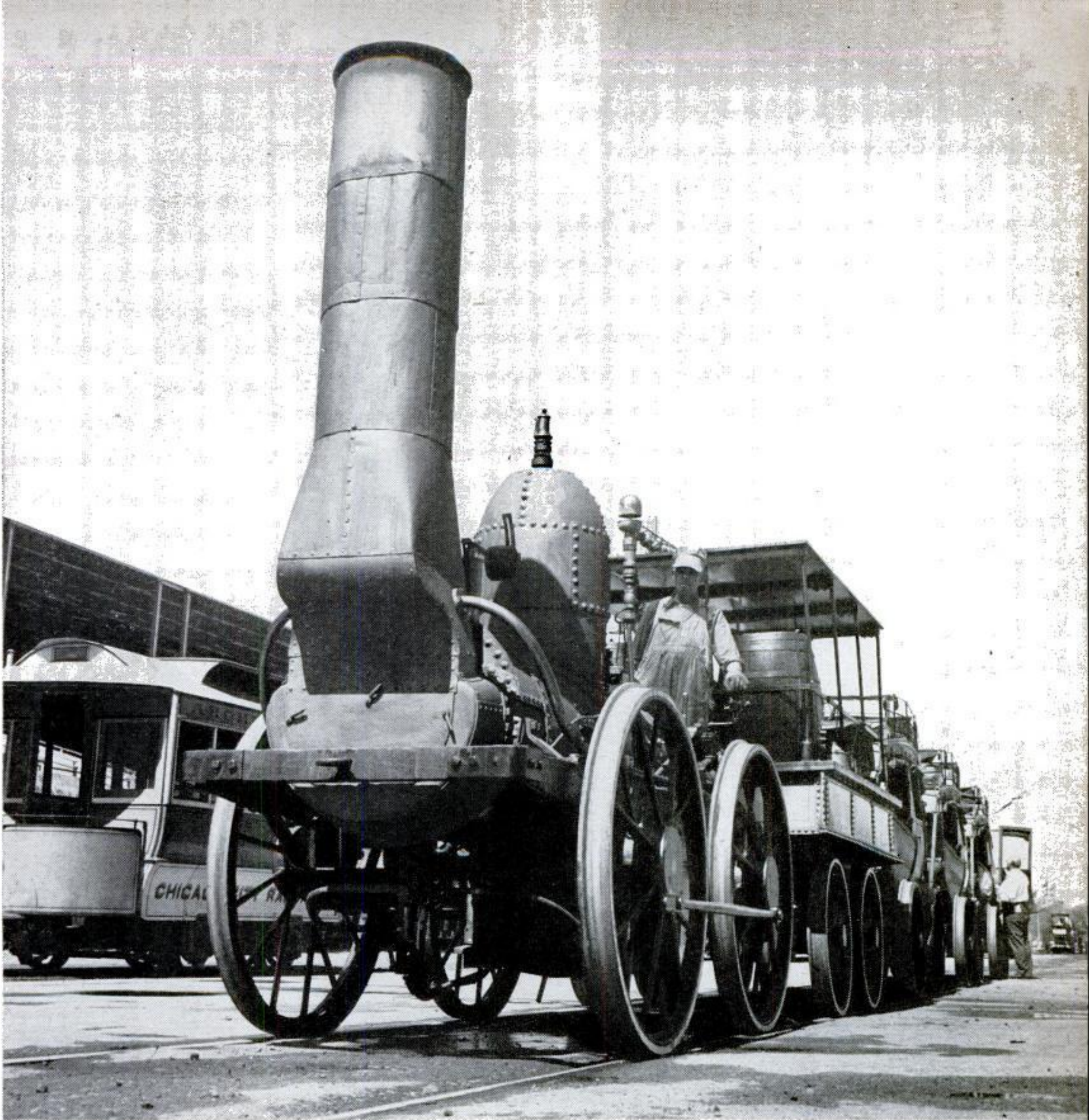
regular service (in 1830), was the first to pull what was referred to at the time as "a brigade of train coaches" and ended ingloriously in the first explosion of a U.S. train boiler.



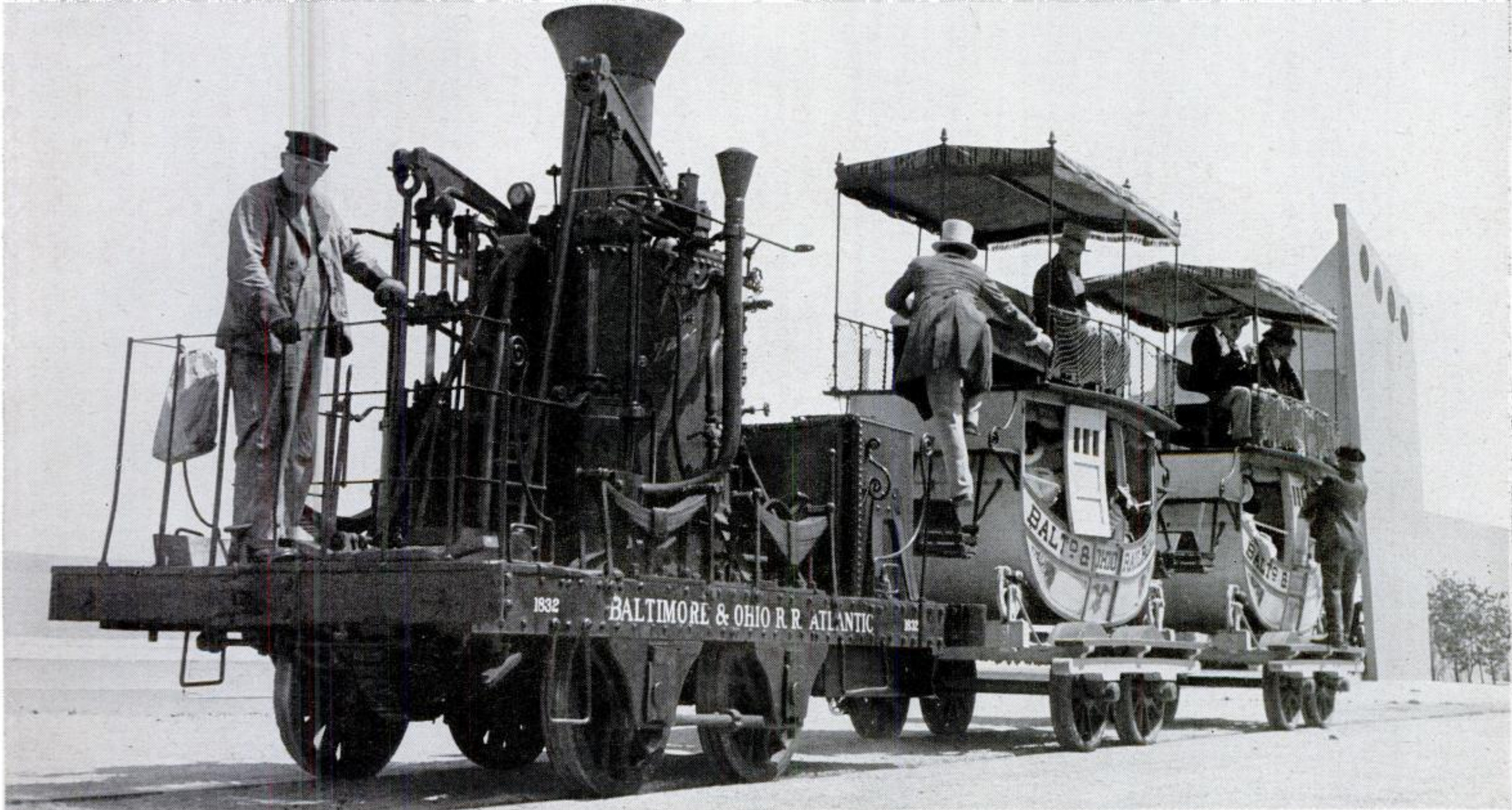
THE "TOM THUMB," built in 1830, was the first locomotive built in the U.S. It once raced a horse car, lost.

One hundred years ago next month the Chicago and North Western's *Pioneer* (above, left), the first locomotive in Chicago, was lifted onto iron-capped wood rails and snorted 5 miles in the general direction of Galena. From that simple start the rail lines inched steadily west, opening up the country. The centennial was celebrated this summer with a \$12 million railroad fair that offered everything from Lincoln's funeral train (in replica) to Casey Jones's widow (original), plus a noisy 75-minute pageant of rail history for which many ancient locomotives were brought out, reconditioned and run again.

Amid the bustle and bunting few spectators realized they were also witnessing something else: the earnest effort of U.S. railroads to build a backlog of public favor against tougher and tougher competition to come from buses, planes and private cars.



"DEWITT CLINTON" (N.Y. CENTRAL) BURNED PASSENGERS' CLOTHES WITH SPARKS IN 1831



THE "ATLANTIC" (Baltimore & Ohio) was a very fine piece of railroad mechanism although it had the upright boiler typical of very early locomotives and double-deck

coaches that resembled gravy boats. The *Atlantic* got an economical 80 miles to the ton of coal, hauled Federal troops in the Civil War and was in active service from 1832 to 1893.



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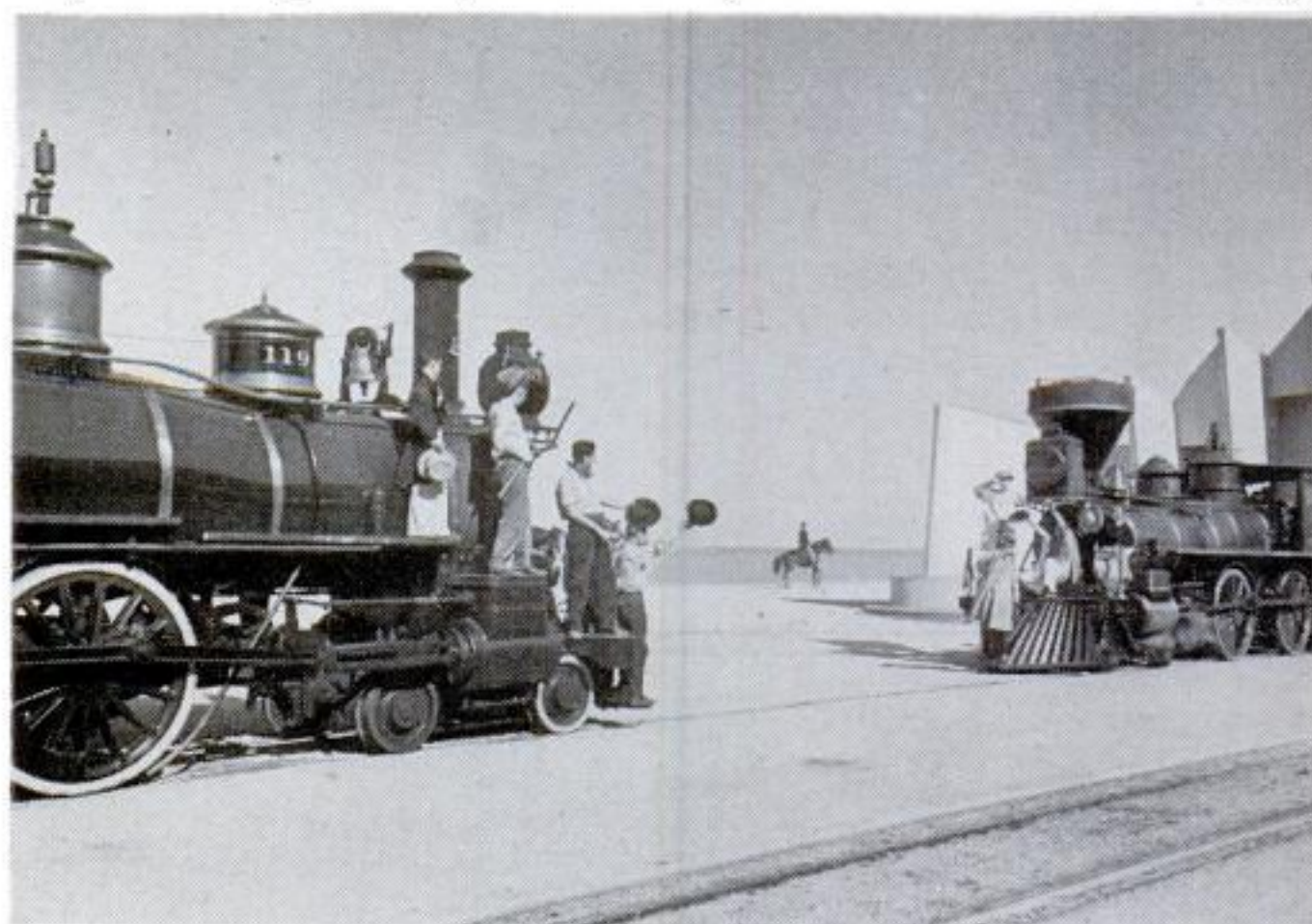


SPEAKING OF PICTURES

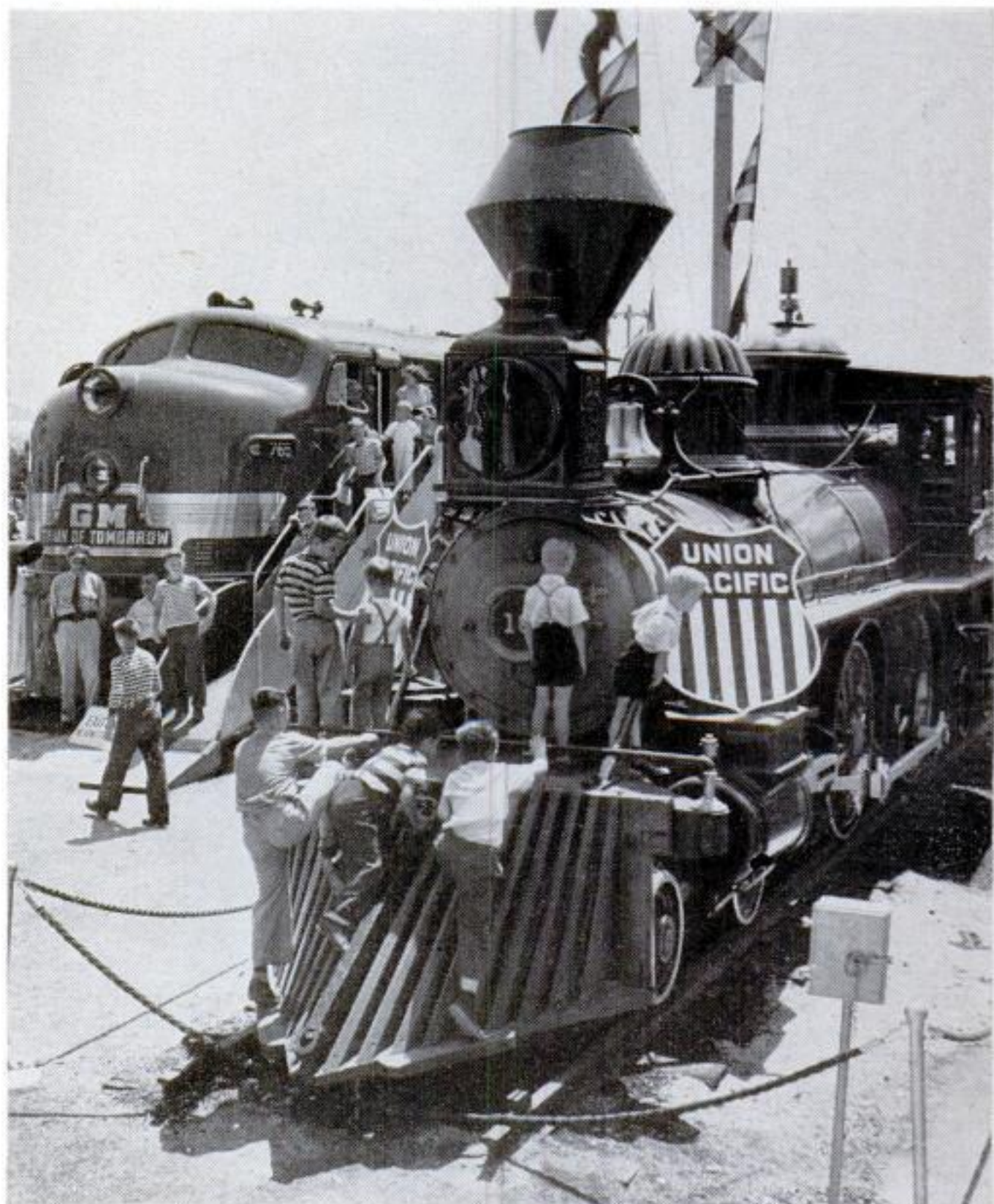
CONTINUED



NUMBER 999, shown here chugging across the big pageant stage, pulled the Empire State Express at a speed of 112.5 mph in 1893 to set a record for its day.



NUMBER 119 (Union Pacific) faces the Central Pacific's *Jupiter* again in re-enactment of their historic linkage of east and west rail lines in Utah in 1869.



NEW DIESELS (background) as well as old engines got thorough going over by the kids. Union Pacific No. 18, built in 1874, has appeared in many movies.



MADE OF TREE-GROWN LIQUID LATEX, THE MIRACULOUS NEW PLAYTEX GIRDLE FITS LIKE A SECOND SKIN, LIVES AND BREATHES WITH YOU

NEW INVISIBLE PLAYTEX® LIVING® GIRDLE

Millions of women discover new figure-slimming power, new comfort, new freedom of action!

In all the history of girdle design, we believe no manufacturer ever before has been able to fully satisfy the American woman's desire to look inches slimmer, and still enjoy complete freedom of action. At last a girdle has been perfected that powerfully, *comfortably* moulds those problem curves, yet is so invisible that it fits like a second skin.

The stroboscopic picture-in-motion above shows the dynamic *action-stretch* of the revolutionary new PLAYTEX Living Girdle, shows how it actually becomes an invisible *part* of the wearer, gives with every motion she makes, magically erases the bulges at hip and thigh that men don't like.

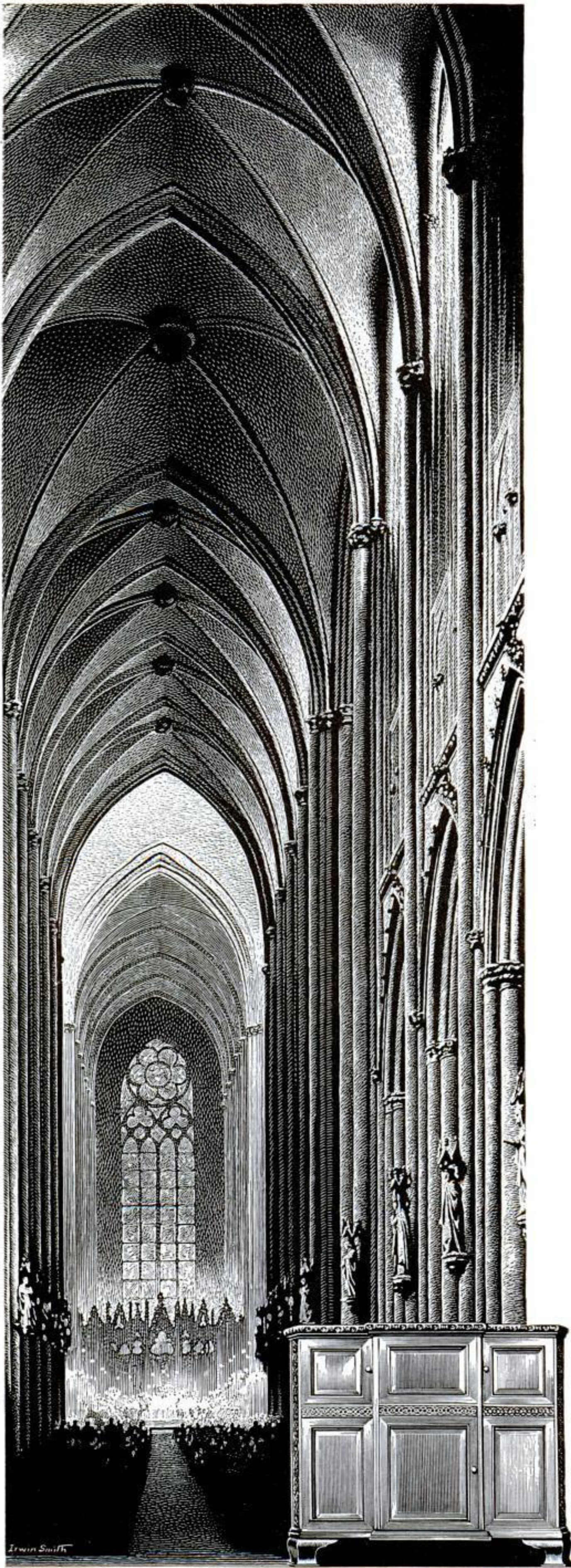
The secret of PLAYTEX is natural, tree-grown liquid latex, which alone has this tremendous figure-slimming power—plus the super-comfort of *all-way* stretch and the ability to hold its shape always. A patented method makes it possible to precision-size the entire girdle and its garters in *one* smooth piece, without a single seam, stitch, or bone. It's invisible even under the sleekest dress!

With all its firm figure control, PLAYTEX is light as a breeze, as resilient, as comfortable, as porous, as alive as your own skin. And it washes like your own skin—10 seconds to wash dainty, 10 seconds to pat dry!



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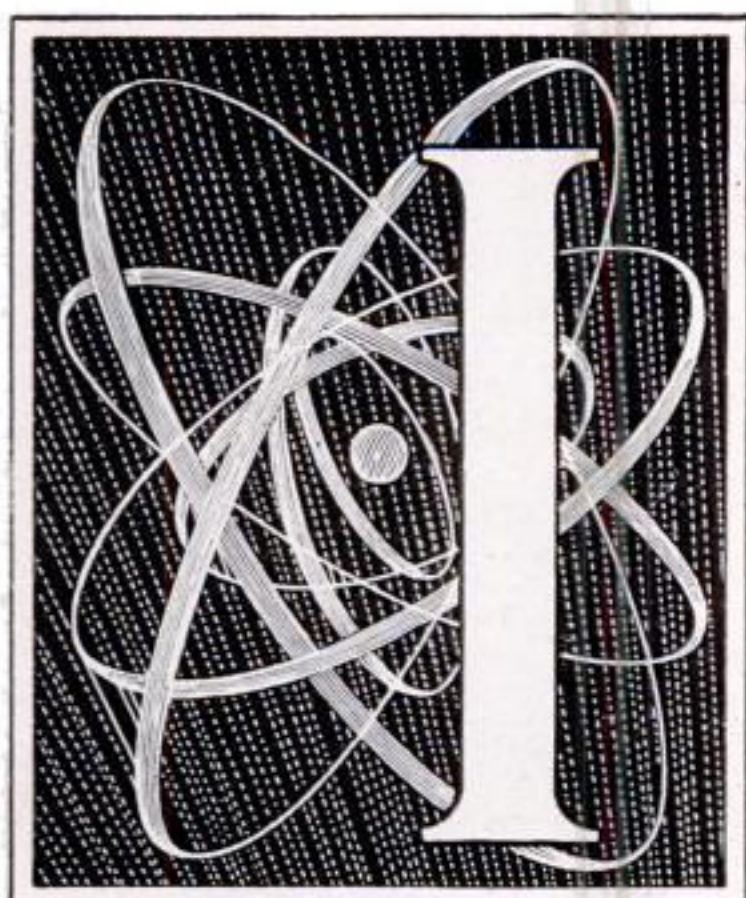
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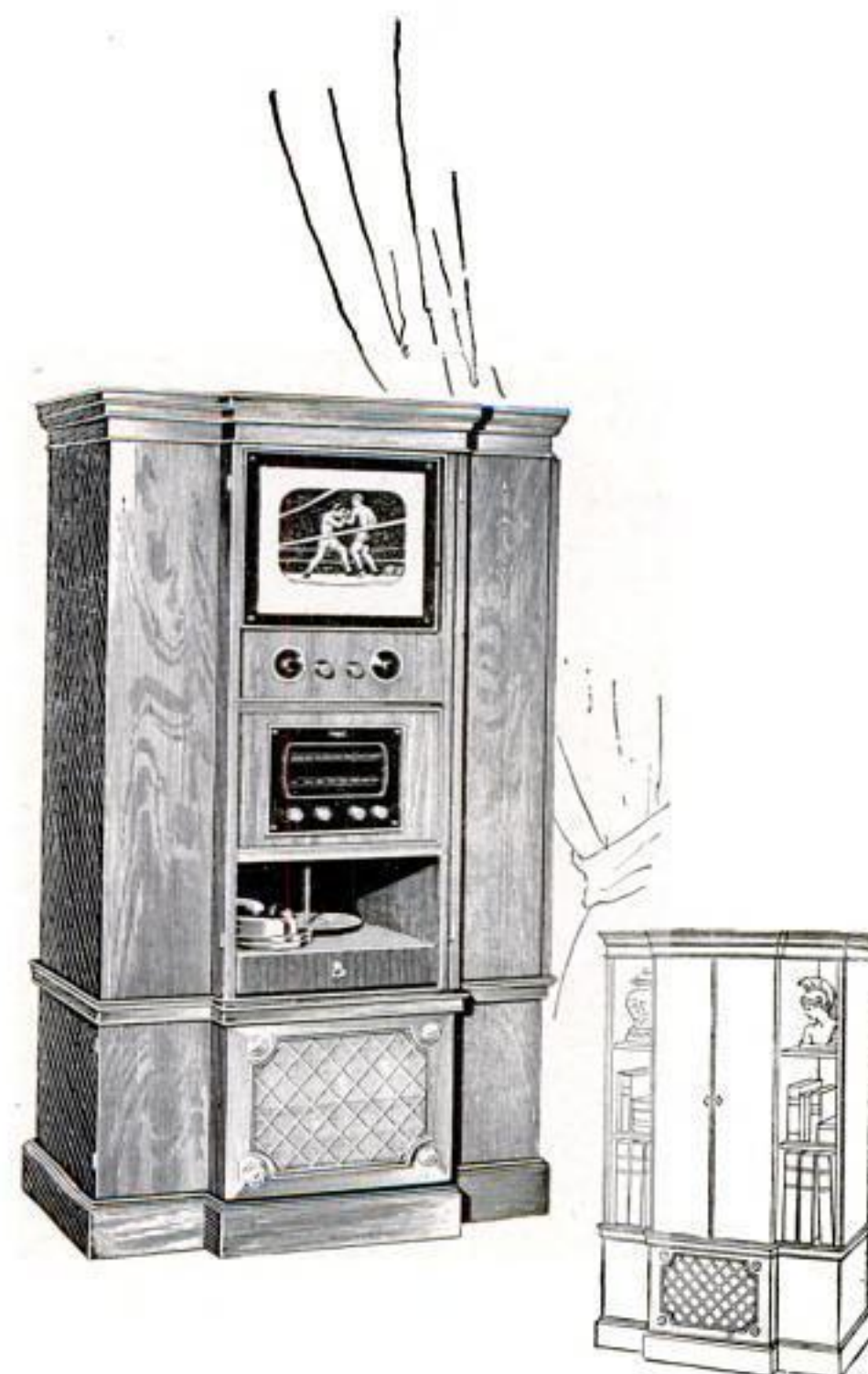
IN EVERY FIELD of engineering craftsmanship, there's one leader of leaders. In the realm of tonal reproduction, you know and the world knows . . . that leader is Capehart!

Today, through even mightier engineering advancements, Capehart presents the most comprehensive and superlative array of instruments in its history . . . the Capehart Collection. Here the inimitable Capehart Concert Grand . . . world's finest instrument for musical reproduction . . . becomes the crown jewel in a whole treasury of aural and visual wonders. And though they vary in price from several thousand to a few hundred dollars, each is a Capehart and, therefore, each is tonally incomparable with any other instrument.

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THE INVENTORS of electronic television now give you Capehart V-100 Television. V-100 means television at its best. Illustrated is model 501-P—a beautiful mahogany breakfront cabinet including V-100 television, AM and FM radio and the glorious Capehart tone from the exclusive Capehart Gravity Intermix Record Changer.

The Incomparable **CAPEHART** *"Living Music's Greatest Rival"*



The World Famous Capehart Turnover Record Changer. The only one on earth that will continuously play a series of 10 and 12 inch records intermixed, on one side only, or on alternate sides in proper sequence.

The New Capehart Gravity Intermix Record Changer. Your Capehart Dealer has today's outstanding improvement in moderately priced record changers. So simple a child can play it . . . so durable a child can't harm it.

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"Soaping" dulls hair— Halo glorifies it!



**Yes, "soaping" your hair
with even finest liquid or cream
shampoos hides its natural
lustre with dulling soap film**

✓ Halo—not a soap, not a cream—contains no sticky oils, *nothing* to hide your hair's natural lustre with dulling film. Made with a new patented ingredient, Halo brings out glossy, shimmering highlights the very first time you use it! Its delightfully fragrant lather rinses away quickly, completely in any kind of water—needs no lemon or vinegar rinse. For hair that's naturally colorful, lustrously soft, easy to manage—use *Halo Shampoo*! At any drug or cosmetic counter.

✓ Not a soap,
not a cream—
cannot leave
dulling film!

✓ Quickly,
effectively removes
dandruff from both
hair and scalp!

✓ Gives fragrant,
soft-water lather
even in hardest
water!

✓ Leaves hair
lustrously soft, easy
to manage—with
colorful natural
highlights!



Halo reveals the hidden beauty of your hair!

LETTERS TO THE EDITORS

BEAUTIFUL SOUTHLAND

SIRS:

I HAVE LONG IGNORED AND SHALL CONTINUE TO IGNORE YOUR ATTACKS ON ME AND THE PROGRESSIVE PARTY, BUT I CAN'T LET PASS YOUR SLANDER AGAINST THE SOUTH IN "THE SOUTH GETS ROUGH WITH WALLACE" (LIFE, SEPT. 13) DESCRIBING IT AS "A WATERFRONT SALOON." THE SOUTH MAY HAVE ITS PERCENTAGE OF ROWDIES, BUT IT IS ONE OF THE MOST BEAUTIFUL SECTIONS OF OUR COUNTRY AND IT HAS A LARGE GROWING GROUP OF COURAGEOUS CITIZENS, WHITE AND NEGRO, WHO KNOW THAT SEGREGATION AND DEMOCRACY ARE COMPLETELY INCOMPATIBLE.

HENRY A. WALLACE

NEW YORK, N.Y.

● LIFE said, "It is hard to help a man who picks a fight in a waterfront saloon." The metaphor applied only to Candidate Wallace's defiance of a population noted for its low boiling point.—ED.

BEAUTIFUL MADISON, WIS.

Sirs:

I enjoyed your article on Madison, Wis. (LIFE, Sept. 6). I learned that in this fortunate community there is respect for sport, art, nature and industry, to say nothing of freedom of the press etc. But are all the people heathens? Although there are sundry spires in a few of the cuts, which could be anything from water towers to members of the Olympic basketball team, I see no church buildings, much less reference to the

CONTINUED ON PAGE 21

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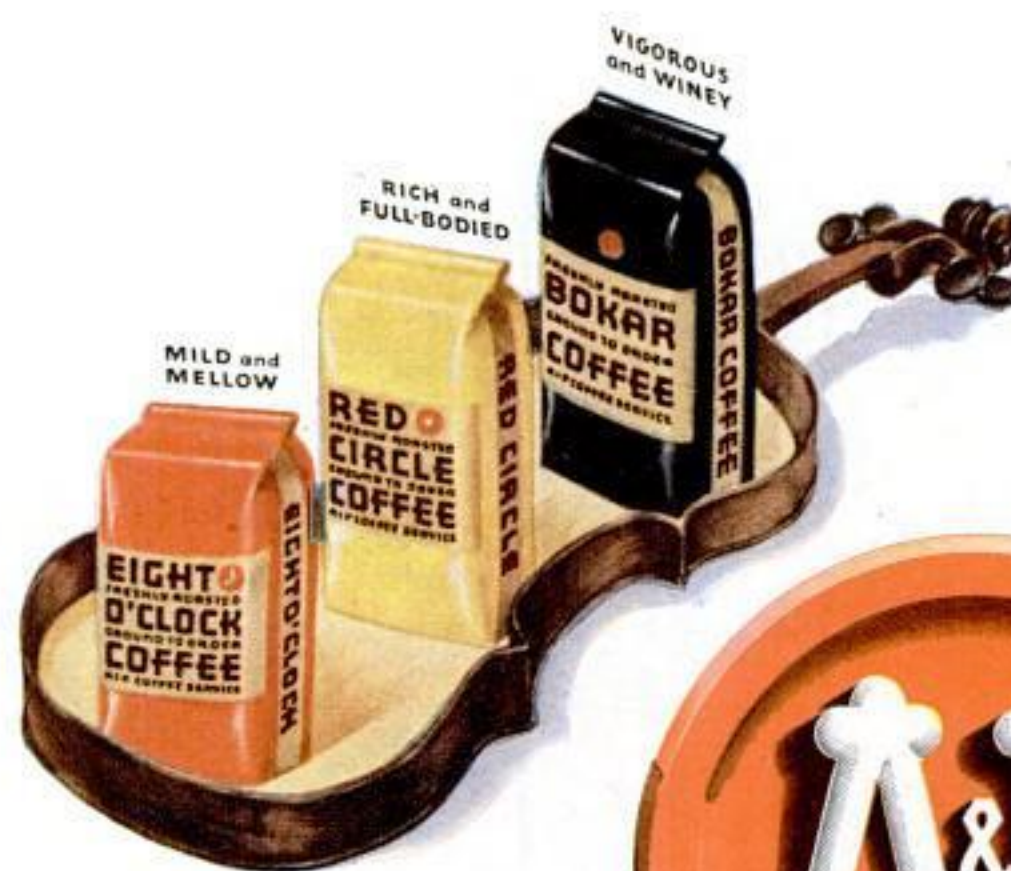


New Slant on Do-Re-Mi!

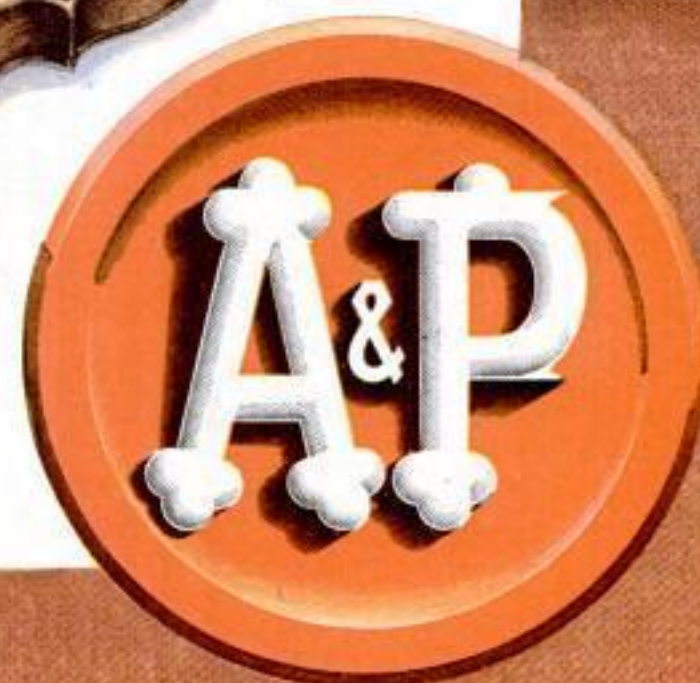
"Fiddlesticks!" say we, to the idea that the higher the price, the better the coffee. It just isn't so. And thousands who have changed to A&P Coffee know it. For there is no finer coffee at any price! Sure, A&P Coffee tastes better. Glorious flavor naturally results from superb roaster-fresh beans Custom Ground exactly right for the way YOU make coffee. Certainly, you'll sing for joy when you change . . . and chances are your "do-re-mi" will mean savings as well as the best coffee you ever drank.

*America's most popular coffee
— none finer in any package at any price!*

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AT ALL A&P FOOD STORES



*It's swingtime! Join the thousands
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LETTERS TO THE EDITORS

CONTINUED

activities of such organizations. Not that I object to this other stuff, I just always liked churches too.

D. P. McGEACHY III

Montreat, N.C.

● There are 66 churches in Madison.—ED.

Sirs:

Having attended a Navy school at the University of Wisconsin, I agree that Madison is the most nearly ideal city I have come upon in the 29 states in which I have been, and the one in which I would prefer to live, all other things being equal. I only hope your big spread doesn't lead people there by the drove and spoil it all.

ROY MORSE

Norfolk, Va.

Sirs:

One of the reasons for Madison's lively public interest is the fact that two daily newspapers are in competition there. Editorial debates between the liberal *Capital Times* and the conservative *Wisconsin State Journal* keep public issues hot.

There is little chance that Madison will fall into the lethargy common to the increasing number of one-newspaper cities in America.

ROBERT COTTS

Green Bay, Wis.

Sirs:

In its eulogy of Madison your staff chose to ignore the critical housing shortage, the racial discrimination, the slum areas called "the bush," the dishonest business practices of Madison landlords, the greedy beady-eyed Babbitts of its shopkeepers who exhibit all the charm and restraint of Dracula in a bloodbank, the vulgar and unseemly multitude of creatures who compose the numerous parasitic lobbies, the bungling inept members of the state legislature, and the "do nothing" Governor Oscar Rennebohm.

PHILIP B. SULLIVAN

Madison, Wis.

CHARLES EVANS HUGHES

Sirs:

In LIFE for Sept. 6, on page 35 you refer to Charles Evans Hughes as "still alert and vigorous" in 1946; however on page 38 you refer to him as "an ill old man" in 1946.

J. GORDON WEISS

Madison, N.J.

● The reference on page 38 was incorrect. Throughout 1946 Hughes's health was as good as could be expected of a man of 84.—ED.

Sirs:

What is the basis for your statement that Justice Hughes had a red beard? I saw him only once, in New York in 1907, but my recollection is that his hair and beard were black, or nearly so. . . .

R. M. HARPER

University, Ala.

● According to his son, his beard was red, or nearly so.—ED.

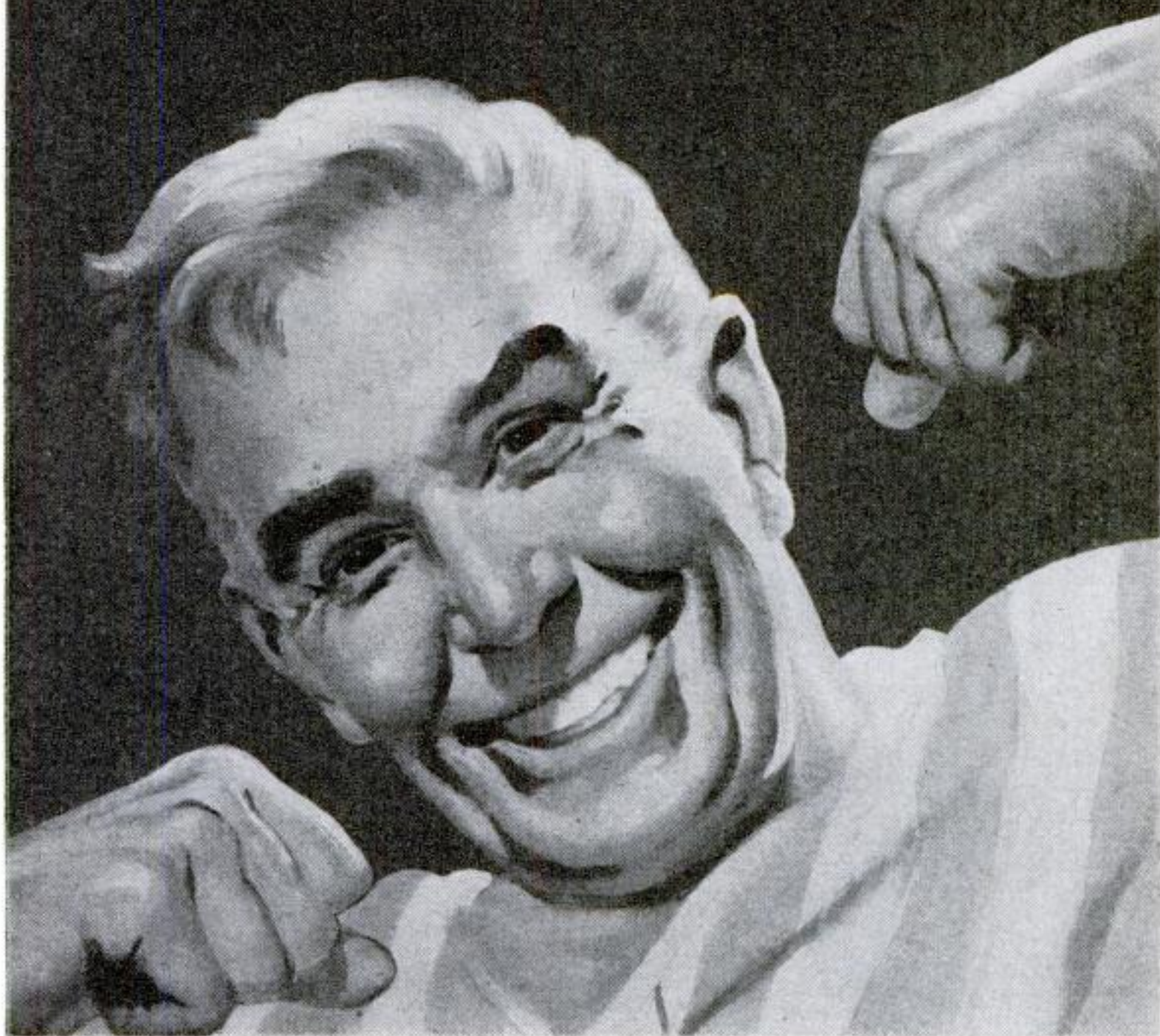
BULLITT ARTICLE CONTINUED

Sirs:

Your publication of the Bullitt article is commendable. But I do not find commendable LIFE's holier-than-thou attitude which leaves the reader of short memory to believe that you

CONTINUED ON NEXT PAGE

What a mattress!



It's the finest Sealy I've ever had!

You will feel great after a night of soothing Sealy sleep. The Sealy tuftless innerspring mattress you buy today is the finest in Sealy's 68 years of making fine bedding.

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Patricia Wolcott's smile wins leading role in Little Theater play!



Patricia Wolcott, Young Matron, made Little Theater history in Scarsdale, N. Y. recently when she was awarded the leading role in the Fort Hill Players' production, "Years Ago."

A newcomer to the amateur stage, Patricia stole the show during tryouts for the part of the beautiful heroine...scored an instant hit on opening night. But her favorite role is wife and mother. And her smile, so dazzling behind the footlights, sparkles in this real-life role, too. It's a Pepsodent Smile! "I've always depended on Pepsodent Tooth Paste to keep my teeth bright," Patricia says. "Besides, I love its taste!"



The smile that wins is the Pepsodent Smile!



ANOTHER FINE LEVER BROTHERS PRODUCT

Patricia Wolcott knows it, people all over America agree—the smile that wins is the Pepsodent Smile! Pepsodent with Irium is their 3-to-1 favorite for brighter smiles.

Wins 3 to 1 over any other tooth paste—families from coast to coast recently compared delicious New Pepsodent with the tooth paste they were using at home. By an average of 3 to 1, they said New Pepsodent tastes better, makes breath cleaner and teeth brighter than any other tooth paste they tried. *For the safety of your smile use Pepsodent twice a day—see your dentist twice a year!*

LETTERS TO THE EDITORS

CONTINUED

and your associates displayed remarkable foresight during the period of Soviet appeasement. Mr. Bullitt's accusation that the State Department exerted its influence with journalists to portray Stalin's regime in glowing colors applies with equal vigor to LIFE.

On frequent occasion I'm sure LIFE's editorial board used its imagination without stint and without pressure from the State Department. I recall particularly an issue devoted entirely to the Soviet Union, published in 1943. You mendaciously compared the functions of the MVD (NKVD at that time) with those of the FBI. . . .

There have been numerous other examples of your invidious pro-Soviet slant, but I have neither time nor desire to dig them out. . . . I am not implying that LIFE was edited by Communists or fellow travelers (though you surely had more than a few on your staff) but merely calling you on your phony pretense that you saw the light before anyone else.

I suppose it's quite natural for people to play down their mistakes and blunders. But too many people read LIFE who remember beyond tomorrow. . . .

ALBERT COHN

New York, N.Y.

● Reader Cohn is wrong in his accusation that LIFE ever portrayed "Stalin's regime in glowing colors." LIFE's special issue on Russia, published March 29, 1943, was a factual salute to the Russian people who counted 10 million war dead and to the Russian army which had just repulsed the Germans at Stalingrad. It gave no bouquets to the Russian government. The comparison of NKVD with the FBI was a parenthetical aside made only to identify it as a national enforcement body and did not refer to functions.

It is true that during the critical years of the war LIFE refrained from harping on the evils of Moscow's Communist dictatorship, but it did so because of its own editorial judgment toward a major military ally and not because of any request from the U.S. government. Long before most other responsible journals LIFE began calling attention to the menace of postwar Russian imperialism. Let Reader Cohn recall especially an article by Mr. Bullitt entitled "The World from Rome" (Sept. 4, 1944) which, because it so accurately predicted Russia's purposes and actions, aroused great controversy and was strongly condemned by Russian sympathizers.

LIFE believes its reporting of Russia will stand comparison for truth and absence of propaganda with that of any responsible U.S. publication.—ED.

Sirs:

. . . Mr. Bullitt seems obsessed with the idea that written commitments by the Russians as to their intentions for world-wide democracy would have saved the day. But what are written agreements to a country like Russia? It can evade them by infiltration of its stooges or just plain denounce them on the pretext it has so often used, that the other country denounced them first or is not living up to their terms. Isn't it possible that "Roose-

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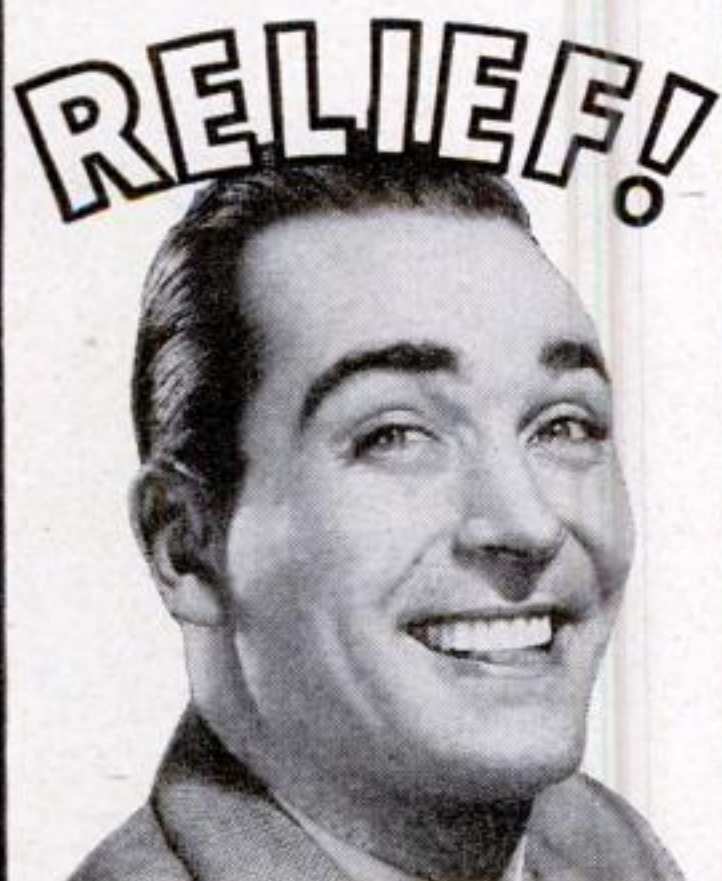
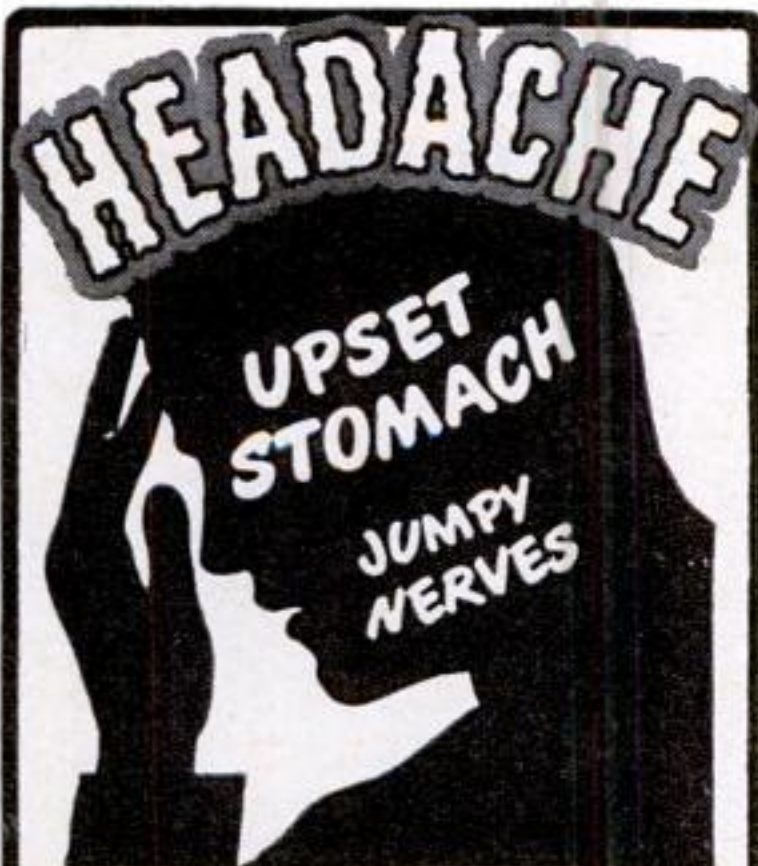
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LETTERS TO THE EDITORS

CONTINUED

velt's gamble" really was only a penny ante gamble rather than as Mr. Bullitt states, a gamble for the greatest stakes the world has ever known? By not requesting written agreements, Roosevelt hoped that Stalin would keep faith. Stalin did not. But would written agreements, with his armies intact and ours dismantled, make any difference? I think not.

BRYAN R. MCCARTHY

San Rafael, Calif.

Sirs:

... While on occupation duty in Berlin during the early months of 1946, I clearly felt the inadequacy of our policy-makers and their determined unwillingness to face the Russian facts of life. At that time a GI could stroll around Potsdamer Platz without much fear of being "snatched," but German civilians in our zone faced much the same danger of kidnaping as they do today. Army policy was to encourage the GI to be friendly with the Russians and not to discuss their faults with Germans (a sound policy with respect to a genuine ally). Yet the Russian-controlled radio and press in Berlin were unleashing vitriolic blasts at nearly everything American, from U.S. occupation policy down to the cut of GI combat jackets.

When I think of how I was duped by American propaganda cautioning GIs to beware of German propaganda against the Russians, I shudder to think of the utter despondency which must surely have plagued U.S. statesmen making responsible decisions while under pressure from State Department cliques bent on appeasing the Russians. . . .

ROBERT HAGOPIAN

Newburyport, Mass.

PROHIBITION IN KANSAS

Sirs:

In your report on the "Temperance Tornado" tour (LIFE, Sept. 13) you say, "Whether or not their novel campaigning was successful remains to be seen in November when Kansans decide again whether they prefer to drink legally or merely patronize speakeasies and bootleggers as they always have."

The reference is a slander on the citizenship of Kansas. It simply is not true. Admittedly we have some wet spots but for 68 years Kansas has outlawed the manufacture and sale of intoxicants, and consumption of hard liquor has been reduced to a minimum. You do not see drunks in Kansas as you do in other states. The "Temperance Tornado" typified the crusading spirit of determination to keep Kansas dry.

E. E. WOODS

House of Representatives
Independence, Kan.

Sirs:

... I am convinced that the prohibitionists of Kansas have presented a slightly one-sided picture of the brewing and liquor industries. When a product is taken away from the public by force, the tendency is even stronger to have it. Many people desiring prohibition are favoring it so that they and many of their friends can "bootleg" beverages into illegal territory and thus sell their product for a black market price.

I have seen more drunkards, prostitutes and poor living conditions in communities where alcoholic beverages are illegal than I have seen in



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LETTERS TO THE EDITORS

CONTINUED

towns where beer and liquor are considered the "drink of moderation" and people enjoy them as such. . . .

ROGER MICHELSON

Clayton, Mo.

GI BABIES

Sirs:

I read your article on the illegitimate babies of GIs ("The Children They Left Behind," LIFE, Aug. 23) in which you say Uncle Sam has not helped them or the mothers who were left to face all the scandal and hardships, whilst the men got away with it and came back to a land of plenty without a thought of how they were getting along. I have an only girl who served four years eight months in the WAAs with all its dangers yet in April 1945 her GI boy friend goes back to Germany to his unit. He was a paratrooper in the 101st Airborne. Well the war ended two weeks after, so along with others he was offered a leave in the U.S. if he volunteered for Japan. Well he wrote a couple of letters, then no more. Later my daughter found she was having a baby. Well she didn't let me know anything about it until November when she wrote a very sad letter to me in which she said the Padre was going to get her in a home and the baby adopted. Well she could have done all this without me knowing a thing about it, but she didn't like deceiving me. Well her Dad and I went to her camp and got her home. Oh, yes, we got the same old scandal. Still, having got through the bad bombings we were getting hardened to life. Well Carol Ann was born Jan. 25, 1946, in my home. I loved that little soul the same as my own three. Well we got in touch with Washington who said the father had been redeployed and they couldn't let us have his home address. Well I wrote again that I knew he lived in Long Island and they sent his address in the end so we wrote to him. Carol was 6 months old by now. We got a letter from him at last, just a few words to my girl. He told her that he had recently got married and had no money so couldn't help her at all. That was that.

We haven't had one cent at all towards anything. . . . As you remark, Uncle Sam is not so givish, although he wrote for her birth certificate April 1947, and we haven't had that back yet.

NAME WITHHELD

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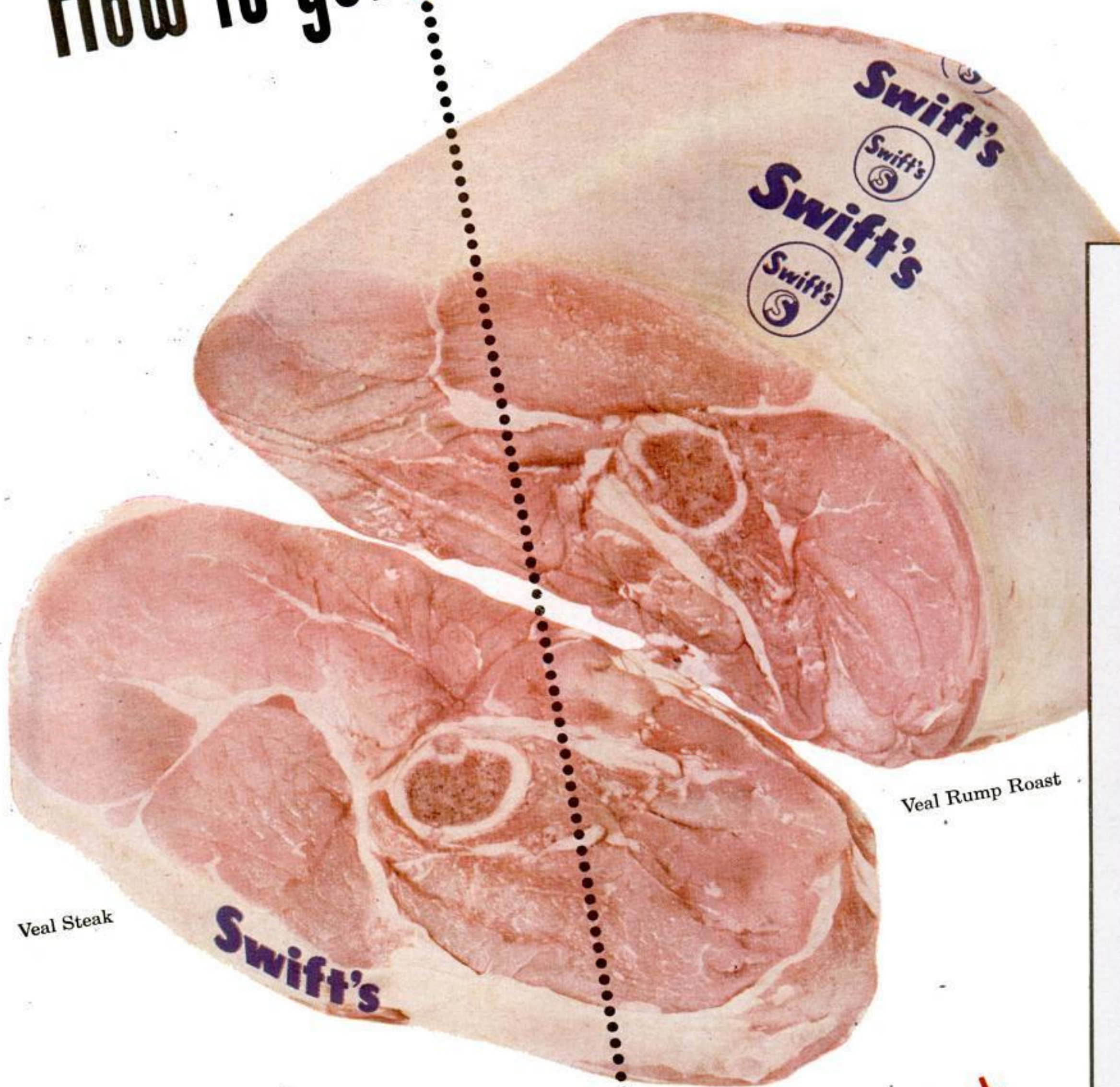
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Swift's Premium,
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right on the meat!



Hints from

Martha Logan,

Swift's Home Economist, on

**GIVING VEAL A
 SQUARE DEAL**



SAVORY VEAL PAPRIKA: Brown lightly $\frac{1}{2}$ c. minced onion in 4 tbsp. fat. Add $2\frac{1}{2}$ lbs. veal cut in $1\frac{1}{2}$ " pieces, 2 tbsp. paprika, 1 diced green pepper, $1\frac{1}{2}$ tsp. salt, $\frac{1}{4}$ c. water, 1 tbsp. lemon juice. Brown uncovered about 15 min. Cover; cook slowly about 1 hr. Add more water if needed. Serve with cooked noodles sprinkled with poppy seeds, spiced crab apple garnish. (When you buy a veal roast, why not ask your dealer to cut a slice for this dish, save roast for later?)



LOW TEMPERATURE ROASTING pays dividends. Saves shrinkage, juices, flavor. Roast veal rump uncovered in slow oven (325° F.). Add seasonings, but *no* water. Allow 35 to 40 min. per lb. for a 3 to 5 lb. roast, 30 min. per lb. for a 6 to 8 lb. roast. Serve on hot platter with bunches of cooked carrot strips circled with green pepper rings; green beans circled with pimienta.

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LIFE'S COVER

The handsome young man on LIFE's cover may very well be the most gifted college football half-back in the U.S. He is Ewell Doak Walker Jr., a sandy-haired, 21-year-old junior at Southern Methodist University in Dallas. Walker is truly a coach's player, adept at everything a backfield man can be called on to do with a football and hence a curiosity in an era which has seen the game turn more and more to one-play specialists. An all-American last year as a sophomore, the 168-pound Texan now hopes to lead S.M.U.'s Mustangs to another undefeated season (pp. 79-87).

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How we retired with \$200 a Month

We'd never be out here in California today, financially independent, if it hadn't been for what happened back in Scarsdale, the night of September 10, 1926. How do I remember the date? It was my fortieth birthday and Nell had gotten tickets for "Countess Maritza" to celebrate. While she was dressing that night I sat in the living room, looking through a magazine.

I suppose any man feels kind of serious when he hits forty. Someday we wanted, Nell and I, to really enjoy life. Move out where it was summer all year, in southern California. Grow flowers and soak up the sun. Have time for living. But how could we?

We hadn't saved much. And I realized that a half of my working years had gone. I had a good job and a fair salary. But we found it hard to bank anything. So I began to wonder—must I always live on a treadmill, like so many others?

As I turned the pages, an ad caught my eye and I started to read it. Oddly, the ad seemed meant for me. There was, it said, a way for a man to retire on an income—without ever being rich. It was called the Phoenix Mutual Retirement Income Plan. With it, I could arrange to get a guaranteed income of \$200 a month beginning when I reached 60. And it wasn't just an income for myself alone. The Plan actually provided an income as long as either Nell or I lived.

Just as I finished, Nell came rushing downstairs in a hurry as usual. But I stopped long enough to tear out the coupon at the bottom of the ad. I stuck it in an envelope and dropped it in the mail on our way to the show.

Well, that was back in 1926. A few years later, the stock market crashed and the depression came along. Then the war. Many times I was thankful that I had my Phoenix Mutual Plan.

Well, a while back my sixtieth birthday arrived—and was that a celebration! I was all set to retire. And it wasn't long before my first Phoenix Mutual check for \$200 came in. So we sold the Scarsdale house and headed for California.

We're in a beautiful spot here, just right for us. And every month, right on the dot, the postman hands us another check. Security? Why, we have more than lots of rich people. Our income is *guaranteed for life!*

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$100 to \$200 a month, or even more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Retirement Plans and how to qualify for them. Similar plans are available for women. Don't delay. Send for your copy now.

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Retirement Income Plan
GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
742 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, describing Retirement Income Plans for women.

Name _____

Date of Birth _____

Business Address _____

Home Address _____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
742 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, showing how to get a guaranteed income for life.

Name _____

Date of Birth _____

Business Address _____

Home Address _____

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GARSON**
misbehaves...
**WALTER
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loves it !!!!!



This is the invitation that caused Julia glee...
It started her off on this gay giddy spree!



This is the bubble bath that Julia took...
While keeping her creditors on the hook!



This is the champagne that Julia drank...
And after two bottles her mind was a blank!



This is the trapeze on which Julia swung...
While everyone roared as she clutched the rung!



These are the tights that Julia wore...
They shocked the ladies but men yelled for more!



This is the roulette wheel where Julia lost...
But the fun she won was worth the cost!

M·G·M's
zany, zestful
romantic
comedy with
a scream
of a team

M·G·M presents

GREER GARSON · WALTER PIDGEON

everyone raves
when...

Julia Misbehaves

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Directed by **JACK CONWAY** • Produced by **EVERETT RISKIN**
A Metro-Goldwyn-Mayer Picture



They're too much in love to care
about a few fiancées here and there!



AFTER FLYING ACROSS FROM FRANCE FOR A POLITICAL TOUR OF CORSICA, GENERAL DE GAULLE IS WELCOMED WITH A GLASS OF CHAMPAGNE AT THE AIRPORT

AN AILING FRANCE LISTENS TO DE GAULLE

In France the political hemorrhage which is killing the Fourth Republic flowed on unchecked. Last week an old general practitioner and the same old corps of consultants—Premier Henri Queuille and his cabinet—took over at the bedside. The odds against them were enormous. In the 19 months since the final establishment of the Fourth Republic, three other governments have failed and the sick nation has grown worse.

France burns with fever. Scores of strikes and a

few riots (pp. 34, 35) have raised red sores in the major cities. Inflation is getting worse: prices are 14 times higher than in 1939. Meanwhile seven political parties—none even approaching a majority—and half a dozen splinter factions grapple for power in the National Assembly. It is this endless political struggle, foreordained by the paradoxically fearful and optimistic writers of the Fourth Republic's constitution (pp. 30, 31), which has brought on the hemorrhage. To cure it, if Queuille

fails like his predecessors, France may soon call upon a doctor whose philosophy is as tough as that of an army combat surgeon: General Charles de Gaulle (above). As De Gaulle campaigns through southern France toward Paris, he pauses as he has never done before to shake hands and sip a little wine with the voters by the roadside. Meanwhile the French press clamors for a national election which will replace the foundering National Assembly and probably bring De Gaulle to power.

ONE PREMIER AFTER ANOTHER TRIES TO FORM A GOVERNMENT



ON JULY 24 Robert Schuman (right), who had guided France through the critical winter and spring of 1947-48, turns over his desk to his former justice minister, André Marie.



ON JULY 26, as Marie struggles to consolidate government, his daughter Claude promotes good relations by serving drinks to gendarmes at the Ministry of Justice.



ON JULY 27 Marie has formed his cabinet, presents it to the public. First four men (left to right in front row) are former Premier Ramadier, future Premier Queuille, Marie and President Auriol. Between Queuille and Marie in second row is former Premier Reynaud. Behind Auriol and to his left stands former Premier Schuman.

WHY THE FOURTH REPUBLIC IS DYING

The writers of its constitution, hoping to block Charles de Gaulle, instead drew blueprints for chaos

by **ANDRE LAGUERRE**, Chief, Time-Life Paris Bureau

The political agony which is convulsing France is just that—political. This is a story of a constitutional crisis, of a system that has gone wrong, not of a weakness reflecting national decadence.

France is in a bad way. The French are the first to admit and resent that fact, but the reasons for their troubles are primarily parliamentary, secondarily economic. The heart and will of France have not faltered. And materially she remains rich and intensely productive. Already, despite chaotic finances and an unbalanced budget, French production is booming and in many industries prewar figures have been outstripped. The wheat crop is more than twice as big as last year's.

Through four years of occupation the French people found unity in brave dreams of a world in which they could live prosperously, freed not only of the Nazis but of the vices which had brought the Third Republic to its fearful end in that hot, beautiful summer of 1940. Opinion was solid about one of those vices: the nagging instability of the prewar regime,

which saw politicians coming in and out of cabinet office like so many madmen walking tirelessly through a revolving door.

Hopes were epitomized by a four-word slogan which swept France, written by a man of the resistance (who happened to be a Communist) to his wife, a few hours before his execution. He asked her not to weep and only to think of "*les lendemains qui chantent*" ("the morrows that sing").

If France's morrows have not yet begun to sing, that is partly the result of Communist sabotage. But all parties are to blame for the relapse into "crisomania."

Is this the end of the Fourth Republic, whose constitution will be only two years old next month? The question is still unsettled, but today the majority of Frenchmen would reply in the affirmative. They are disgusted by the return to the instability they hoped had been banished.

It has not been banished because of three mistakes that were made in drawing up the constitution.

The first was made by the Constituent Assembly in deliberately aiming its text at the threat of Charles de Gaulle. In its fear of De Gaulle, whose ideas about a strong executive were already well known, the Assembly went to the other extreme and produced a constitution which vested almost all powers in the legislative.

This concentration of authority in the lower house might not have been so bad if there had been a stable majority in the Assembly. The second mistake was to introduce a system of so-called proportional representation, which made a stable majority impossible. Lacking it, the Assembly has had to function with successive and uneasy coalitions of several parties.

The third mistake consisted of giving the Assembly power without responsibility. Most Frenchmen thought that one way of avoiding governmental instability would be to write into the constitution a ruling that if deputies threw out a cabinet they would themselves be automatically dissolved and would have to face elections. The final constitutional text

... BUT THE RESULT IS ONE MORE PRECARIOUS COMPROMISE



ON AUG. 30, after Ramadier's failure, 76-year-old Edouard Herriot, grand old man and last resort of French politics, arrives at Elysée Palace to consult President Auriol.



ON SAME DAY each political party was in frantic conference. Here Jules Moch, Socialist leader, closes window so that reporters will not overhear his party's plans.



BY NIGHTFALL the situation is so tense that Schuman, whose cabinet fell only 42 days before, agrees to try again. Here he speaks to Frenchmen outside the palace.



ON SEPT. 3, after three days of discussion with heads of the squabbling parties, Schuman announces that he cannot bring them into agreement.



ON JULY 28 Marie's Finance Minister Paul Reynaud leaves first meeting of new cabinet which discussed his Spartan plan for economic recovery.



ON AUG. 8 Marie and Reynaud listen to the deputies debate and realize that the Socialists, who had promised to support the finance measures, are growing restive.



ON AUG. 27 old Socialist Leader Léon Blum (center) walks out to "think over" the plan. Socialists decided against it, and loss of their support caused Marie's fall.



ON AUG. 29, after Marie's fall, Socialist Paul Ramadier leaves Elysée Palace with a request from President Auriol to form a new government. Ramadier failed to do so.

left several technical loopholes which deputies have cynically exploited. In practice they have found it quite easy to overthrow governments without provoking dissolution.

When this faulty constitution was sent to the nation in October 1946, De Gaulle opposed it, almost alone against the major political parties. It was carried by nine million votes against eight million, with about nine million hesitant electors abstaining. The narrowness of the margin was a significant pointer to the grip which the aloof but passionate general has retained on a big section of French opinion.

De Gaulle had walked out of office early in 1946 when he saw the shape which the constitution was taking. He said it would not work, and as events have justified his criticism, so support in the country has grown for him and his kind of constitution—calling for a stronger executive and a presidential regime rather like the U.S. system.

More confirmation of De Gaulle's strength came last fall when his newly formed Rally of the French People (R.P.F.), which had not even had time to put up candidates all over the country, polled around 33% of votes cast at the municipal elections.

These elections did something else: they exposed a terrible discrepancy between public opinion and its representation in parliament. They showed that French political thinking lined up roughly as follows: 33% Gaullist, 29% Communist, 14% Socialist, 10% Popular Republican (M.R.P.) and 14% for other groups. But when the National Assembly was

elected, before the formation of De Gaulle's R.P.F. "superparty," the three major groups represented therein were the Communists (28% of deputies), M.R.P. (27%) and Socialists (18%). (There were no Gaullist deputies at all but since then a "Gaullist intergroup" has attracted a small number of deputy-converts from other parties.)

The deputies are afraid of elections, and so much authority is vested in them that no one can dissolve the Assembly before its mandate expires in 1951 except the Assembly itself. So there will be no general elections in France until this becomes the only possible course open to the Assembly.

Gaullism without De Gaulle

Where does this leave De Gaulle? His return is likely but by no means inevitable. A relaxation of international tension or a rapid improvement in French finances, particularly of wages and prices, could cause De Gaulle to lose much of his support. Then the Assembly would become more truly representative, and its very fear could galvanize it into making the constitutional reforms and pursuing the constructive, long-range, anti-inflationary program which De Gaulle recommends. In fact to pursue a Gaullist policy without De Gaulle is the best chance the Assembly has of keeping out De Gaulle.

It is more likely that the financial situation will worsen, and that the Assembly will go from crisis to crisis until it founders in its own impotency. Then,

under the pressure of exasperated opinion, the door will be opened to De Gaulle, whose support in the country today is variously estimated as between 40% and 55% of the electorate.

The return of De Gaulle would be a major world event, and would be viewed by friends of the French Republic with mixed feelings. It would bring an intensification of anti-Red action in France, and the Communist party would probably be outlawed before the regime was very old. There would be physical opposition from the Communists, but at this stage the latter are not in a position to wage a successful civil war. De Gaulle's return would also give a more dynamic impulsion to Western European union, to which he feels France is the key.

The shape of the regime itself is a subject of controversy in France. De Gaulle is not a fascist, and he sincerely thinks of himself as a democrat. Perhaps that suffices to make him one. He has shown that he will not govern without the majority of the nation behind him. Nevertheless his ardent nationalism, his personally authoritarian manner and the amount of executive authority which he would make a condition of his return worry a lot of Frenchmen.

De Gaulle's return would involve some risks for democracy in France of which the French are perfectly aware. As an alternative to Communism there is not the least doubt that France would choose De Gaulle. But if De Gaulle comes back he will offer something better than negative salvation. He will bring France new hope of a new kind of liberation.



ON SEPT. 4 exasperated citizens hang a sign reading "Ministers Wanted" on French foreign office. France had had no government for seven days.



ON SEPT. 8 Herriot comes back to the Elysée Palace, not to offer his advice but to hear a desperate request that he form a cabinet. He promptly declined the honor.



ON SEPT. 11 Premier Henri Queuille announces that he has finally solved the problem. However, after all the uproar, Queuille's new cabinet is much the same as the preceding ones. In the first row, second from right, stands former Premier Marie, now Minister of Justice. At extreme right stands former Premier Schuman, now Minister of Foreign Affairs.

THE R.P.F. ALREADY HAS GAINED CONTROL OF MANY MUNICIPAL OFFICES



MAYOR OF PARIS is General de Gaulle's brother Pierre, a political unknown before 1947. In the Paris municipal election he polled nearly 60% of the vote, demonstrating the magic of the De Gaulle name. Pierre has proved a successful administrator in a difficult job.



MAYOR OF VERSAILLES is dapper André Mignot, an R.P.F. (Gaullist) candidate in the 1947 election. France's 3,000-odd Gaullist mayors, most of them elected in 1947 when R.P.F. polled 33% of the popular vote, are major element of De Gaulle's strength.



MAYOR OF FONTAINEBLEAU is Hubert Pajot, shown in front of famous chateau. The 1947 election was the first time R.P.F. had been represented on the ballot even in local contests. Its successes then have greatly spurred the drive for national elections.



MAYOR OF ANTIBES on the Côte d'Azur is Charles Guillaumont, a 59-year-old lawyer who also served from 1923 to 1929. He joined R.P.F. in July of 1947 and in October was named deputy mayor, becoming mayor last March after a city government crisis.

... AND NOW DE GAULLE IS WOOING SUPPORT FOR NATIONAL ELECTIONS



CAMPAIGNER DE GAULLE (center) stoops to shake hands with a little boy as he hurries up street toward the Antibes City Hall to repeat his demands for national election. In his tour of southern France, De Gaulle has shed his old austerity and begun shaking

hands with everyone. In his speeches he cries, "I have been accused of being General Bonaparte. I have been accused of being General Boulanger. But look at me. Who am I? I am General de Gaulle!" His listeners respond with shouts of "De Gaulle to power!"



A RESISTANCE VETERAN gets a medal and a smile from De Gaulle at Hyères. The general bestows medals and takes wreaths to war cemeteries at each town he visits.



SPEECH AT TOULON finds De Gaulle addressing several thousand at bomb-scarred Quai de Costade. Toulon was one of nine towns visited by the general on Sept. 11.



DE GAULLE AT MASS in Cathedral of Notre Dame in Nice is still sopping from showers he endured while shaking hands with eager partisans of the R.P.F. at Antibes.



SPREAD OF UNREST FROM SEPT. 14-18 IS INDICATED IN MAP OF TROUBLED AREAS

STRIKES AND RIOTING ARE WARNING THAT LEADERSHIP IS NEEDED BADLY

The chaos in the French government was increasingly reflected last week in the discontent of the people. Strikes sprang up all over France (above), and not all of them were sponsored by the Communist C.G.T. There was no common front of labor, but members of the Socialist labor union, the Force Ouvrière, and of Catholic labor groups were making the same demands as the Communists—wage increases and establishment of wage minimums. In Paris for the first time since the Communist push of last November, there was serious violence between workers and police. Some 5,000 employees of a nationalized aircraft company gathered before the firm's central offices (below) to protest economy firings. When the crowd became noisy, police charged with clubs. What followed provided a detailed study in the anatomy of a riot (right). The police attacked, the workers counterattacked and a fierce fight ensued which the reinforced police finally won. This was only an incident, but it was symptomatic of the growing gulf between the French people and their government. Only genuine leadership, from De Gaulle or some other source, could close the gap.



WHEN CROWD BEGINS TO CHANT SLOGANS, SIX CARLOADS OF POLICE MOVE IN



WORKERS FILE DOWN BOULEVARD HAUSSMANN BEFORE POLICE (ABOVE) BUT



4

3

3

2

1



IT ALL BEGAN outside offices of aircraft company. Angry workers mobilize to protest government decision to drop some workers and government refusal to give wage increases.



AND BEGIN USING THEIR CLUBS IN AN ATTEMPT TO END THE DEMONSTRATION



5

RIOTERS CLOSE IN ON POLICE. SIGN SAYS, "DOWN WITH THE MARSHALL PLAN"



SOON RALLY AND DRIVE POLICE BACK (BELOW) UNDER RAIN OF PAVING STONES



6

AS STONING CONTINUES NEAR CHURCH (ABOVE) MORE POLICE (BELOW) END RIOT



7

A MORAL CASE FOR THE WEST

THERE IS A STRONG ONE TO MAKE AND OUR SPOKESMEN SHOULD BEGIN TO RECOGNIZE AND ASSERT IT

A characteristic of our times is that we do not admire ourselves. In greater or less degree practically all articulate citizens of the Western community share a conviction of collective guilt, an overpowering suspicion that all men are somehow engaged in an inescapable conspiracy against Man. The shadow of The Bomb, the unceasing tensions and the all-too-possible consequences of the struggle between the free world and the Soviet Union darken our lives and inhibit our capacity to believe in ourselves. "And do you like the human race? No, not much," Aldous Huxley sings in *Ape and Essence*, and the best that he could bring himself to say in a recent article for LIFE was that Progress is not necessarily fatal for mankind. Dr. Reinhold Niebuhr, urging in the same issue of LIFE that the peoples of the West be firm in their cause, was constrained to confess grave weaknesses in the moral content of that cause. In a recent speech he summed up all of our self-doubt and its very serious effects in this sentence: "There is so little health in the whole of our modern civilization that one cannot find the island of order from which to proceed against disorder."

The Uses of Power

LIFE herewith invites Mr. Huxley, Dr. Niebuhr and all of its readers to take heart. Let us consider the evidence that Western man has done more in the three postwar years than ever before in so brief a span to build a moral "island of order." It is not complete, it is not impregnable and it is beset on all sides by the immoral purposes and power of the Soviet Union. But, in Dr. Niebuhr's terminology, it is already an island of which we can be proud. It is one from which we can extend a strong defense and, if need be, launch a powerful attack. In other words there is a moral case-in-being for the West and one of which we need not be ashamed.

What is the paramount fact of the postwar years? It is not that the world is again involved in a struggle for power. Nor is it that the Soviet Union has both sharpened and complicated the current struggle by continuing and broadening the totalitarian assault on the spirit and freedom of moral man. The paramount fact is that governments and men of the free world have begun as never before to practice the moral use of power. The measure of our own confusion, and of our seemingly limitless ability to obscure the good in ourselves, is that it should be necessary at this point to justify so obvious a statement. It stands proved on the postwar record.

Great Britain, the perfidious Albion of history, acted without perfidy and with a high morality in her gift of freedom to India last year. To hold that this was merely an act of unpleasant necessity, a reflection of weakness rather than a use of power, is to misunderstand the nature and meaning of that revolutionary episode in the unmoral story of empires. Great

Britain obviously had to leave India sometime, but not just then. Her departure, as and when she took it, was the result of a deliberate and conscious exercise of the national will and awakened morality of imperial Britain. It was conceived in detail by little Mr. Attlee, the uninspiring but for once inspired Prime Minister of Britain, and executed with impressive grace and skill by his viceregal servant, the Earl Mountbatten. It was neither accident nor aberration: in the same period and for similar reasons Great Britain made an outright (and perhaps premature) gift of independence to Burma and with a new system of federation set Malaya on the way to freedom. The moral and political significance of these manifestations of goodwill was largely overlooked by other Westerners. But not by the Russians, whose Asiatic Communists are now trying desperately to wreck the new regimes of Burma and Malaya and may in time be expected to show their heads in India and Pakistan.

The Uses of Morality

Perhaps the beneficiaries of Marshall aid tire of hearing that it is a unique example of one nation's generosity to other nations. But so it is, and it is also a unique expression of national morality. American self-interest enters, of course, but that altogether healthy fact should not obscure the bigger fact that the U.S. millions who supported Marshall aid and thereby made it possible were under no absolute compulsion to do so. What moved them, beneath the more obvious pressures of the world conflict, was a profound and unprecedented sense of national duty and obligation to other peoples of the free world and an essentially moral determination to preserve and enlarge that world. In the long balance of history this demonstration of man's expanding capacity for moral action may some day outweigh the economic and political aspects which seem all-important to most of us now.

Milestone though it is on the slow moral climb of mankind, the aid program is not the highest expression of postwar Western morality. The supreme evidence that a new moral quality has entered the world has to do with that source and focus of most of our doubt and confusion, the atom.

After all, we have yet to prove that in the atomic bomb we have created an instrument of certain and inclusive suicide. What we, the American people, have proved is that we are morally capable of foregoing the power which the atomic bomb has placed in our shaky hands. We, at the moment the sole possessors of this power, have proved our moral capacity by offering to give The Bomb away. Let it never be forgotten, as David Lilienthal points out in an interview on pages 114 through 128 of this issue, that the U.S. government has offered and still offers to give the atomic bomb into secure international keeping. The one government

which has made and still makes this step impossible is the Soviet government. Never before in all the history of power has the possessor of final and exclusive power proposed—yes, begged—to surrender that power for the common good of the world. It is a bit early to assume that the atomic bomb is an instrument of good, in the moral or any other sense. But we needlessly offend the human spirit and hurt our cause when we blindly assume that only harm has come of it and refuse to heed the immense fact that it has prompted an unequalled act of public morality.

The Troubled Soul

The failure to internationalize the atomic bomb is part and parcel of the general failure to date of the U.N. And, as in the case of The Bomb, we tend to let the failure of the U.N. blind us to the huge moral fact that a United Nations did come into being and continues to exist. However successfully the Soviet Union and its Communist satellites have distorted them, the driving purposes and stated ends of that great union of nations were inherently moral. They still are, and the U.N., feeble though it is, represents a tremendous forward movement in world morality. Furthermore, precisely because Soviet Russia and her Communist allies have isolated themselves from the U.N.'s true and better purposes, the U.N. is peculiarly a reflection of Western morality.

This is not to say that the soul of Western man is untroubled and without blemish, or that the Huxleys and Niebuhrs of our time should cease to inquire *What shall we do to be saved?* Self-examination is still very much in order, and in the end result it should strengthen rather than weaken the moral case for the West. But the search of the Western soul need not stimulate, as it too often seems to do, a general and obsessive conclusion that we of the West have nothing good and positive to say for ourselves. In the realm of public impulse and action there is already a strong case to be made. Our spokesmen should remember it and never neglect to assert it.

PICTURE OF THE WEEK: ➔

It has been 12 weeks since the Western powers imposed a currency reform on occupied Germany in an attempt to stabilize the economy. In that time farmers, finding some foods no longer subject to rationing and price controls, have poured them into regular stores instead of the black market. With controls off, however, prices so far have been shooting up until baby ducklings were \$3 apiece and hens' eggs last weekend cost as much as \$5.40 a dozen. Furious Germans had protest demonstrations and parades. The most direct action was taken by the Cologne housewife shown opposite, who threw several dollars worth of eggs at the street peddler. But her aim turned out to be even higher than the prices.

IN PROTEST AGAINST HIGH COST OF FOOD
AN IRATE GERMAN HOUSEWIFE HEAVES EGGS
ONE BY ONE AT DISMAYED PEDDLER'S HEAD





THE FIRE SWEEPS INTO OJAI VALLEY. IN LEFT FOREGROUND IS MEINERS OAKS, WHERE RESIDENTS WATCHED FEARFULLY (PICTURE BOTTOM RIGHT). TOWN OF OJAI

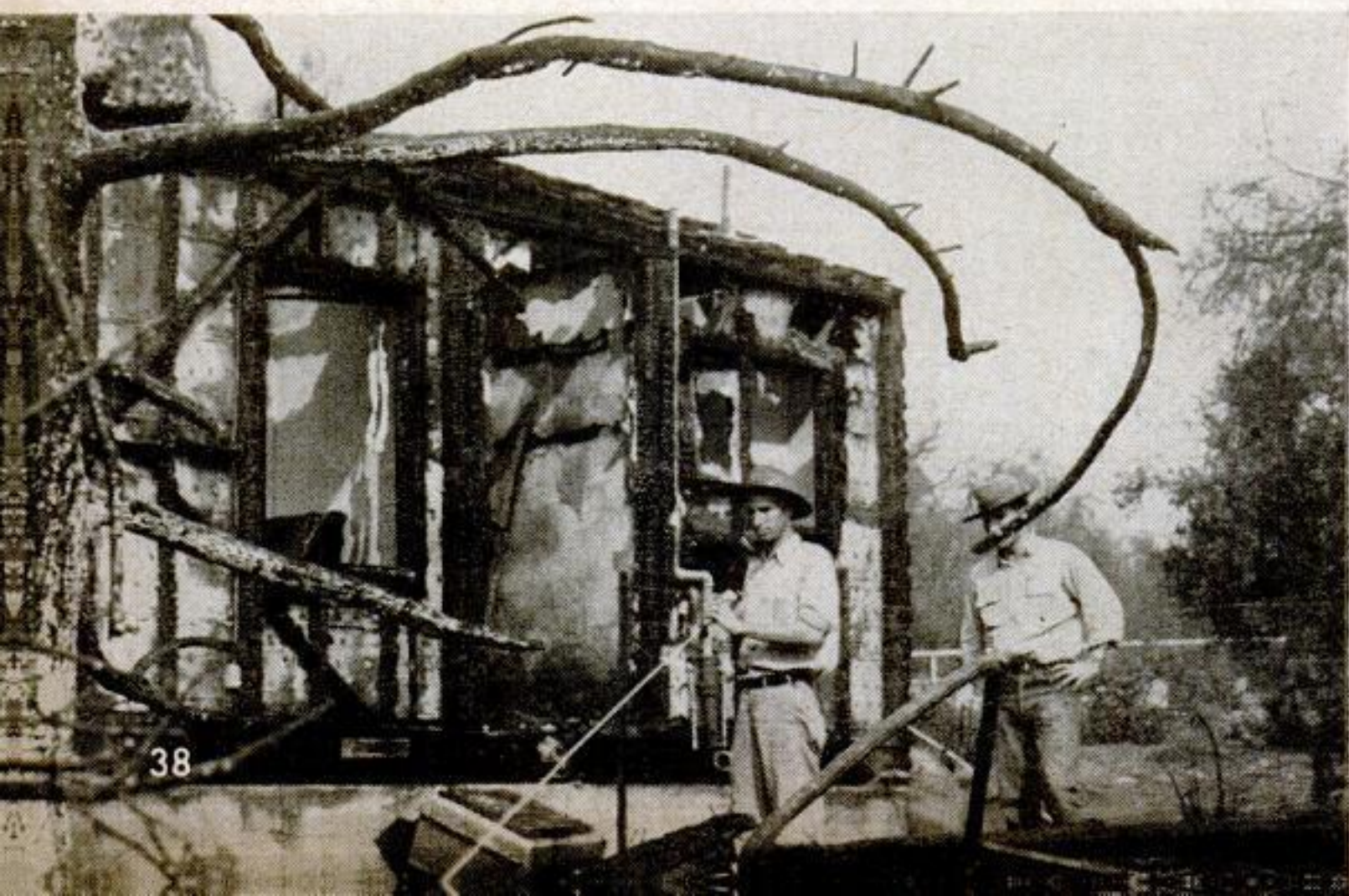
FIRE SWEEPS OJAI

After a summer's drought, valley in California burns for four days

Just inland from the Pacific in the mountains of Southern California lies the Ojai (pronounced O-hy) Valley. A great favorite with tourists, it is a ruggedly beautiful countryside of waving wild flowers and gnarled oaks leaning out over steep canyons. But all this summer a drought has wilted Ojai's flowers and dried its oaks like kindling wood. Forestry Service officials watched the landscape turn brown and waited in dread for the fire they knew would come.

It came at a hot springs resort just over a ridge from the valley, when a gas water heater exploded into the trees above it. Bursting in every direction at once, the fire swept up through the mountains and down into the valley, straight for the town of Ojai. Forestry Service employes, Seabees, municipal firemen, virtually every able-bodied man turned out to fight it. They ploughed firebreaks with bulldozers, lit backfires, showered the flames from fire engines.

FOREST SERVICE EMPLOYEES DOUSE 'ALL THAT IS LEFT OF OJAI BUILDING



RUNNING JUST AHEAD OF THE FIRE, HORSES HEAD DOWN THE VALLEY TO SAFETY





THROUGH THE BRUSH (above) fire rages with terrifying speed, sometimes leaping 100 yards across ditches.

AS FIRE NEARS TOWN (below), people of Meiners Oaks wait, hoping it will veer off. While they waited, it did.



IS AT TOP CENTER, ALREADY OBSCURED BY SMOKE

But the blaze swept to the outskirts of the town. As homes flared up and residents started leaving, the wind changed and saved Ojai, driving the fire into the back country. Two days later a humid air mass rolled over the valley and within 24 hours the fire was under control. Although 25,300 acres were blackened, there was only one fatality. Looking up the valley as the forest fire crackled and roared down toward his home, one man was seized with a heart attack.

FIRE FIGHTER OVERCOME BY SMOKE IS REVIVED





AFTER WINNING TITLE OF MISS AMERICA, BEBE SHOPP PLAYS THE VIBRAHARP FOR NEWSPAPER PHOTOGRAPHERS ON ARRIVAL AT UNION STATION IN CHICAGO

VIBRAHARP PLAYER BECOMES "MISS AMERICA"

In an upper-middle-class residential district of Hopkins, Minn., Beatrice Shopp was the daughter of a business executive. She tended chickens, used a power cultivator, but only for fun. In high-school she had the leisure and enough money to take lessons on the vibraharp, marimba and other instru-

ments. "BeBe," as she was nicknamed, was also a very pretty girl, and her face, figure and talent made her locally famous. So she entered the Miss America contest, got to Atlantic City. There, last week, BeBe Shopp's face, figure and talent won her the equivalent of \$18,000 as Miss America of 1948.



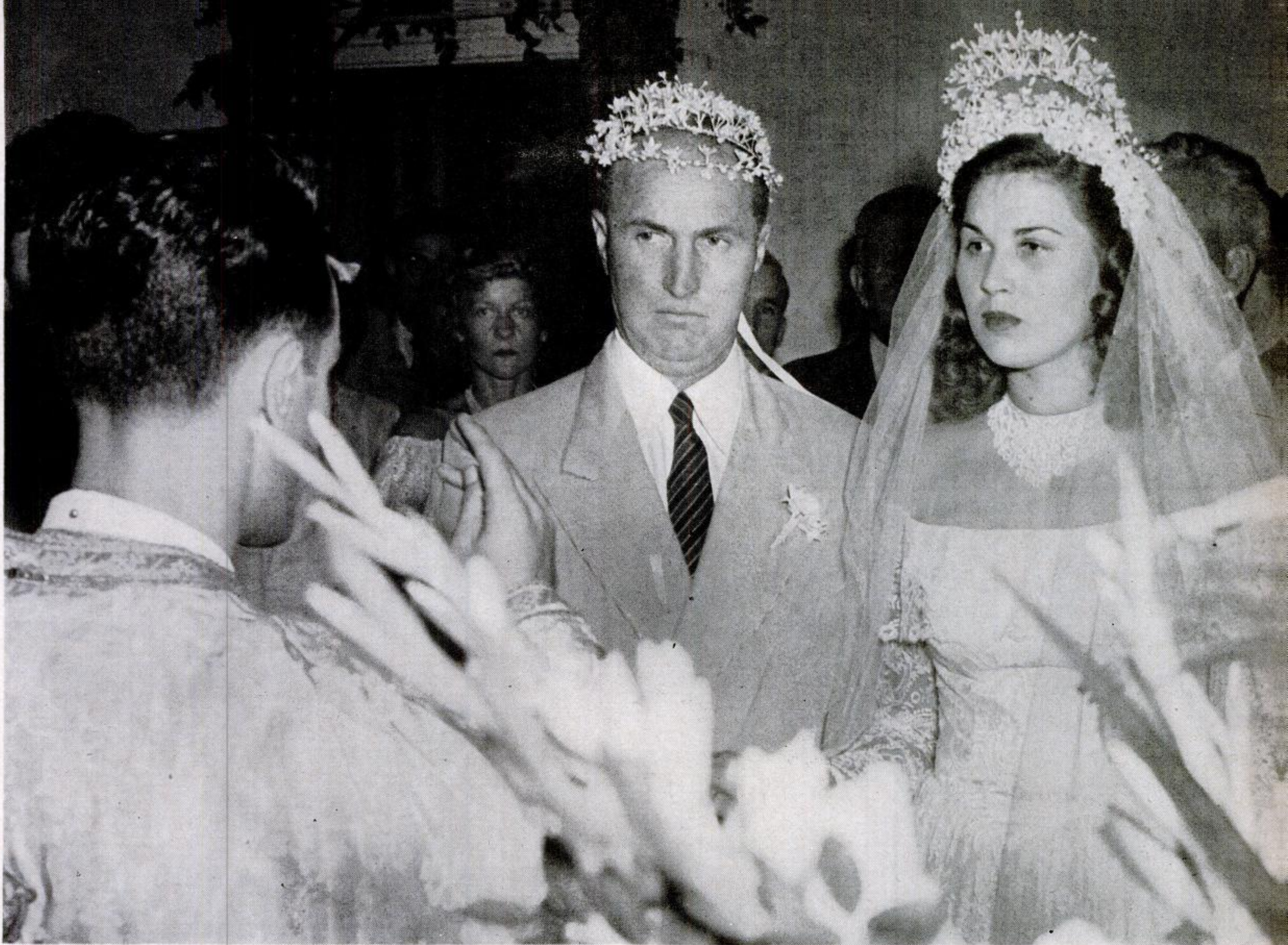
MISS AMERICA'S MOTHER is still a beauty. Father is a health director for Cream of Wheat Corporation.



AT ATLANTIC CITY she poses as Miss America. She is 18 years old, 5 feet 9 inches tall, weighs 138 pounds.



WITH CULTIVATOR, though in street clothes, she shows the photographers how she handles one at home.



AFTER ELOPEMENT MARRIAGE, STEPHANA REWEDS FRANCIS HITCHCOCK IN GREEK ORTHODOX WEDDING WHICH REQUIRES GROOM TO WEAR FLOWERED HEADDRESS

... AND MINER'S DAUGHTER, MRS. HITCHCOCK

In the dirty mining town of Windber, Pa., Stephana Saja was the daughter of a coal miner. She lived in a coal-dust-covered frame house, played around a mine tippie a few hundred feet away, went to the local high school. "Steph," as her friends called her, was also a lovely girl. She easily got a job as a secre-

tary in a Wall Street brokerage firm where she had the opportunity of meeting many a rich young man. Last week in De Land, Fla. 23-year-old Stephana became a member of one of the nation's richest families by marrying 39-year-old Francis Hitchcock, brother of the late, great, polo-playing Tommy Hitchcock.



MRS. HITCHCOCK'S MOTHER married another miner, Steve Turk (with her above), after Mr. Saja died.



WITH HUSBAND she goes for a swim at the Florida beach cottage of a wealthy friend of the Hitchcocks.



AT FORMAL WEDDING Stephana cuts cake with husband. They first eloped, then had formal ceremony.



IN KHAKI SHORTS Bernadotte greets his U.S.-born wife on her arrival at airport in Rhodes, where count conducted his weary negotiations with the Arab and Israeli representatives.



IN CATHEDRAL AT RHODES Bernadotte (above, extreme left), a devout Lutheran, kneels to pray at services. Below: Sternists picket one of his press conferences in Jerusalem.



FOR PALESTINE MEDIATION ASSIGNMENT COUNT BERNADOTTE WORE A WHITE RED CROSS UNIFORM

COUNT BERNADOTTE IS SLAIN

Murder of mediator by Palestine Stern Gang horrifies the world

On the afternoon of Sept. 17, as it was returning from the Hill of Evil Counsel, the official car of the U.N.'s Palestine mediator, Count Folke Bernadotte, was stopped by a jeep roadblock in the Jewish sector of Jerusalem. Two men in uniforms of the Israeli army walked up to the car and looked inside. One of them had a Tommy gun, and as soon as he recognized Bernadotte he started shooting. One of the count's aides was hit in the head and died instantly; Bernadotte himself was struck in the heart by a burst that pierced the ribbons on his white Red Cross uniform. He too was dead within the hour—the victim of a shocking murder which outraged the entire world.

The identity of the murderers was no mys-

tery; the Stern Gang, a fanatically nationalist band of Jewish outlaws which the Israeli government has tried but failed to control, not only admitted the deed but bragged about it. In U.S.-gangland style they had put Bernadotte "on the spot" because the 53-year-old Swedish peace-maker proposed concessions to the Arabs in his five-month struggle to find a peaceful solution for Palestine. Bernadotte never brought about a long-range settlement, but he did engineer an uneasy truce in the fighting. His acting successor is an American Negro, Dr. Ralph Bunche. It was the task of the U.N. to fix the blame for Count Bernadotte's murder. But many people agreed with Dr. Bunche when he said the Israeli government "must assume full responsibility."

Wonderful new way to make wonderful apple pie!

DO IT IN ½ THE TIME WITH **APPLE PYEQUICK**...CRISP
APPLE SLICES AND PIE CRUST MIX...ALL IN ONE PACKAGE



Betty Crocker SAYS:

"The apples come sliced,
the pastry comes mixed-
Was ever a pie so easily fixed?"



You don't peel apples! Crisp, flavory apple slices and spice, are all ready to use in Apple Pyequick. Simply open package and empty apple carton into a bowl. Add water to bring apples back to original, natural freshness. When pie crust is ready, apples will be ready, too.



You don't cut in shortening! Light, flaky pie crust mix comes in Apple Pyequick. No measuring and sifting; no cutting in shortening. Just roll out pastry, sugar the apples. Pour juicy apple filling into crust and top with tender pastry. Pie's in the oven in 15 minutes or less!

**APPLE PIE
IN A PACKAGE**
Just add sugar
and water



WINESAP



YELLOW NEWTOWN



ROME BEAUTY



JONATHAN

You get the equivalent of 2 full pounds of fresh apples in every Apple Pyequick package. Choice pie apples, always—crisp, tart, never mushy when cooked.

They're picked at the moment of perfect ripeness, peeled, sliced and quickly vacuum-dried in a new way to keep them crisp, fresh-flavored. That's why—

IT'S ALWAYS APPLE PIE TIME WITH **APPLE PYEQUICK**



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It's so handy! The "can't-fail" recipes are right on the Crisco can!



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PERFECT PIE CRUST
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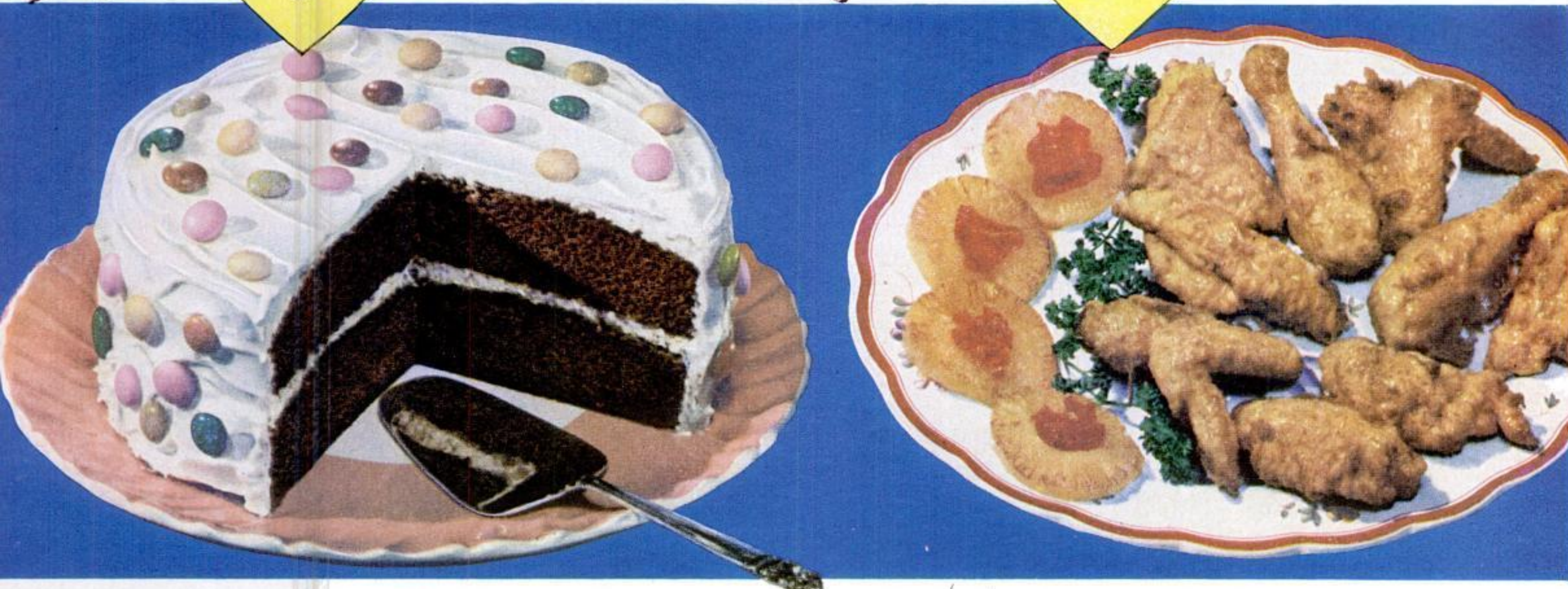
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LIGHTER CAKES...
WITH CRISCO**
and the Crisco
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Be a cake-baking champ! Just use pure, creamy Crisco and the easy, speedy Success Cake method on your *new* Crisco label. You get sure results—lighter, richer, more tender cakes than you'll get with any other type of shortening or ordinary recipe!



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As for fried foods—well! There just isn't anything that beats Crisco for frying! Crisco makes it easy as can be to turn out crisp, light, *digestible* fried foods. Yes—digestible! 9 out of 10 doctors say Crisco-fried foods are easy to digest.



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Look under "D"

IF YOU'RE searching for words to describe the magnificence of Four Roses, you'll find them in the dictionary under "D."

But, to save you time, we've put a few of them together in this special Four Roses version of a dictionary page.

For example, like so many enthusiastic friends who praise this whiskey's superlative flavor, we think you'll agree heartily with us on words like "disting-

utive," "delightfully different" and "distinguished," to describe the soft, mellow perfection of Four Roses.

And, finally, if you haven't tried Four Roses recently, "D" stands for "Do!" "Do" step up to your bar and say: "Make mine with Four Roses, please!"

Fine Blended Whiskey—90.5 proof. 40% straight whiskies; 60% grain neutral spirits.

Frankfort Distillers Corporation, New York.

FOUR ROSES



AMERICA'S MOST FAMOUS BOUQUET



PEOPLE

PEPSI CONTEST HITS THE SPOT. Last week the judges finally determined the grand prize-winner of Pepsi-Cola's \$203,725 contest, and Pepsi's harried but happy president Walter S. Mack Jr. (*right*) cleaned the bottle caps and publicity men out of his office. From January to July, 4,696,191 essays on just why the beverage hits the spot poured into Pepsi-Cola's offices. Each, according to the rules, was accompanied by a "treasure top"—a bottle cap bearing a hidden design beneath the cork. As it turned out, this was fortunate for Pepsi-Cola. The sale of caps, each attached to a 12-ounce bottle, gave the company a needed shot in the arm during its effort to establish a price increase. Therefore it was painless indeed for it to notify Harry W. Yoder, a 44-year-old salesman of Mount Morris, Ill., that he had won first prize of \$25,000.



RICHMOND INSTALLS A NEGRO. On Sept. 7 in Richmond, Va. the newly elected city council assembled outside the city hall to be sworn in. In his turn, up stood a lawyer named Oliver Hill (*above*), and the citizens got a good look at the first Negro to be elected in Richmond in 52 years. Hill had run ninth in a field of 29 candidates for nine council seats. The elec-

tion was also significant because it marked the end of Richmond's antiquated, unwieldy bicameral system of government. Henceforth, under a new charter pushed through by an aroused citizens' association, there will be only one council—instead of a 20-man common council which bickered endlessly with a 12-man board of aldermen—to handle Richmond's affairs.

The Fastest Sprinter
Runs 100 Yards
In 9.3 Seconds ...
But In Only

TWO SECONDS

Bayer Aspirin
Is Ready To Go
To Work!



Glass Of Water Test Shows
Why Bayer Aspirin Brings
Fast Pain Relief!



Bayer Aspirin's amazing speed of disintegration is mighty important when you have an ordinary headache, neuritic or neuralgic pain. For when you're suffering, you want really *fast* relief. And Bayer Aspirin gives you the fast

relief you want because it's actually ready to go to work in *two seconds*.

In addition, Bayer Aspirin's single active ingredient is so remarkably effective doctors regularly prescribe it for pain relief...is so wonderfully gentle to the system mothers give it even to small children on their doctors' advice.

So when you buy—ask for *Bayer Aspirin*. No other pain reliever can match its record of reliability...its record of use by millions of normal people—without ill effect. Remember—*Bayer Aspirin* is one thing you can take with *confidence*.

WHEN YOU HAVE A HEADACHE, TAKE GENUINE
BAYER ASPIRIN

PEOPLE CONTINUED



UNPRECEDENTED MURDER was uncovered last week in the wreckage of a private plane off Jamaica Bay, N.Y. Frustrated by unrequited love for Hannah Laufer (*above right*), a one-time Spanish air force pilot named Jesus Monleon (*above left*) rented a plane in New York City, took her for a modern version of the gangster ride. In the air he shot her three times, apparently stabbed himself, let the plane crash. New York cops were baffled by their first case of homicide in mid-air.



MOURNING JINNAHS grieve at funeral for Mohamed Ali Jinnah on Sept. 12. Although he was most remembered as a man of hate, there were those who mourned him when his thin body was laid to rest. Standing at his bier with Lady Sir Ghulam Hidayatullah, wife of the governor of Sind (*center above*), and weeping openly were Mrs. Dinah Wadia (*left*), Jinnah's only daughter, and Jinnah's sister Fatima (*right in black*), who had remained at his side right up to the end of his fiery career.



DELAYED PAYMENT came to an ex-waitress (*left*) in Chicago last week. On the bitterly cold Christmas Eve of 1946 a tattered man wandered into a restaurant and ordered a bowl of soup, a sandwich and coffee. Then he admitted to the waitress, Jean Geis, that he could not pay for it. Because it was Christmas Eve, Miss Geis told him to forget it. The man gave her his name,

Mr. Johnson, and took down her name and address, promising to send the money along soon. No money arrived and Miss Geis forgot about it. But last week Jean Geis Brehm, now the wife of a carpenter, got a telephone call from a New York attorney. A Mr. Johnson, he said, had died in New York. In his will he bequeathed \$35,000 to the girl who had bought him a supper when he was alone and penniless on a Christmas Eve.

CONTINUED ON PAGE 50

Look what's new on the new Royal Portable!

NEW

Keys designed to cradle your finger tips! Royal's exclusive **FINGER-FLOW KEYS**! Shaped to the contour of your fingers. More clearance between keys. Fully standard "office typewriter" keyboard. You type easier, faster, more accurately!

NEW

Royal's exclusive **SPEED SPACER**—the new space bar built right into the typewriter's frame. Scientifically placed so your thumb can't miss it.

NEW

RAPID RIBBON CHANGER eliminates fumbling and fussing! A simple down-up motion secures the new ribbon in place. Takes only a few seconds. Saves trouble, time, and temper.

NEW

Style design which has real **BEAUTY** . . . new beauty! Sweeping lines! Pleasing tone combinations! Non-glare finish! Touches of gleaming chrome! And with this beauty is combined sturdiness to take years of rugged treatment.



Add them all to "Magic" Margin!

All these wonderful new features take their place side-by-side with the famous "Magic" Margin—the exclusive Royal margin setter which sets your margin in a split-second! And there are scores of other features, too! Many more time-saving Royal helps!

Available in two models: Quiet De Luxe and Arrow. See both models at your dealer's. Learn how easy it is to own one.

"Magic" is a registered trade-mark of Royal Typewriter Company, Inc.

FINGER-FLOW KEYS



N E W

Royal Portable

**The World's First Truly Modern
Portable Typewriter**

**MADE BY THE WORLD'S LARGEST
MANUFACTURER OF TYPEWRITERS**



"My radio—it just started whistling!"

Is your radio "blowing the whistle" on listening pleasure? Then you'd better whistle for the help of a skilled service man. You'll do fine, if you call on the fellow who displays the Sylvania emblem. Know his business? No one knows it better. He's got the tools, the ability and the dependability, to do the job you need at a price that's fair. Makes no difference whether your set is a huge console, a pocket portable, or an auto radio... his Sylvania testing equipment and high quality Sylvania radio tubes assure top results. Want your old radio to sound like new? Stop at the sign of dependable service.

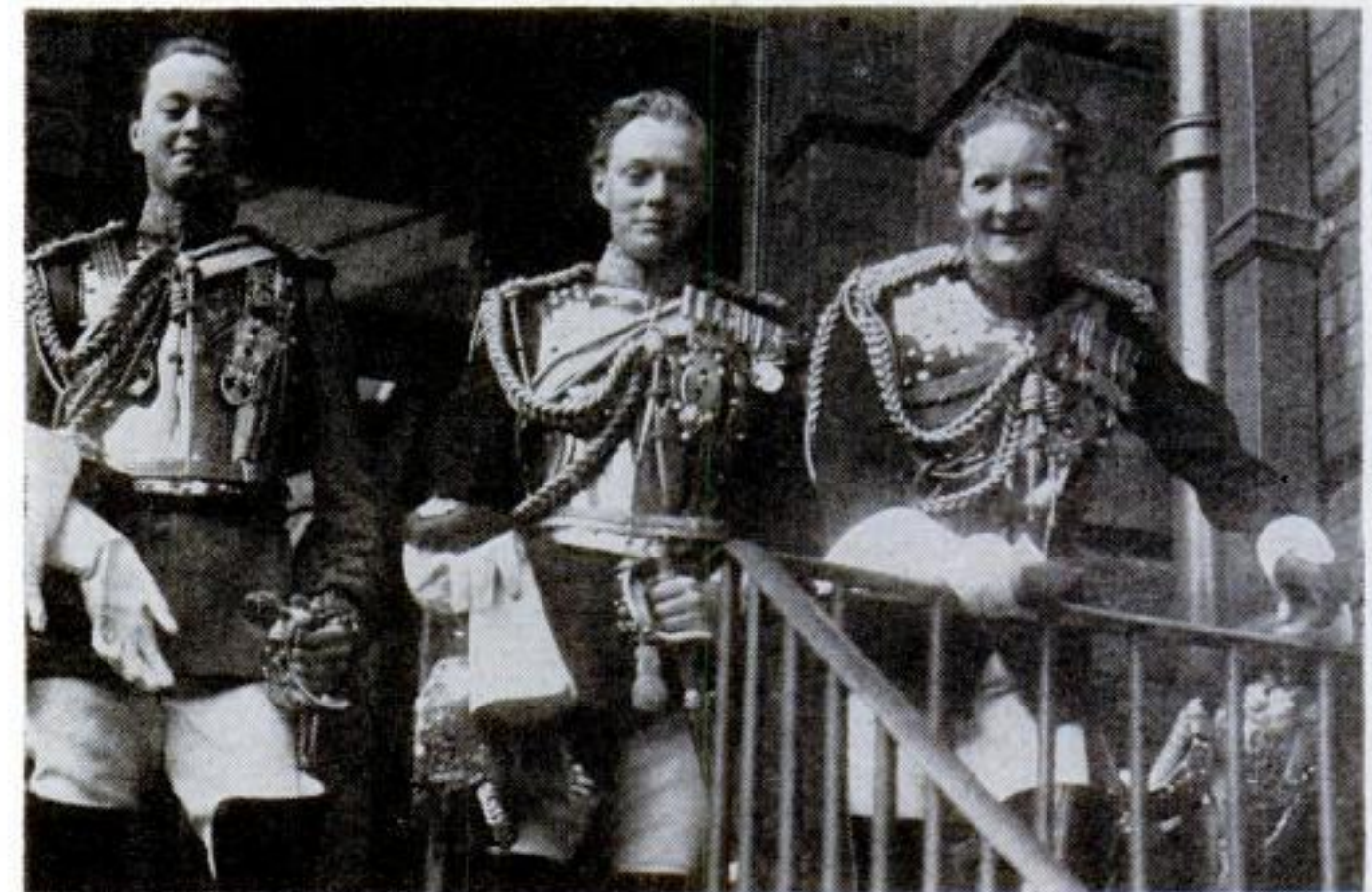


Product of
Sylvania Electric
Products Inc.

SYLVANIA RADIO TUBES



YOUNG FANS play a touching scene with Actress Mae West. Taking 25 Cub Scouts on a tour of the Los Angeles Civic Center, the cubmaster heard that Miss West was being tried for plagiarism in one of the courtrooms. They descended upon her, got her autograph (above) and an invitation to "come back when you are 21." By that time Mae West would be at least 68.



YOUNG NOBLEMEN in London range themselves along a balustrade (above), looking like a Hollywood movie version of three young noblemen. The men, the Marquess of Blandford, the Marquess Douro (son and heir to the Duke of Wellington) and the Earl of Westmorland, had returned from the opening of Parliament Sept. 14 and were still in full-dress uniforms.



YOUNG IDEALIST Garry Davis, son of high society Orchestra Leader Meyer Davis and self-styled "first citizen of the world," publicized his stand by settling down last week with a sleeping bag (above) on the international strip in Paris where the General Assembly of the U.N. prepared to convene. Gendarmes, 100 strong, whisked him away, warned him not to try it again.

There's no sausage like Jones sausage

That's what people have been telling us for over 60 years. This is why. We make our sausage the very best we know how. We follow the recipe my grandmother, Sally Jones, brought from Vermont in 1834—fresh cuts of choice young pork and seasoned with natural spices, according to her recipe. Our distribution is now nation wide. You probably can get Jones Sausage from your own dealer, but if not, write me and I will see that you are supplied.

Sincerely,
Mary P. Jones
President

P.S. Dealers... write for information on Jones dealerships

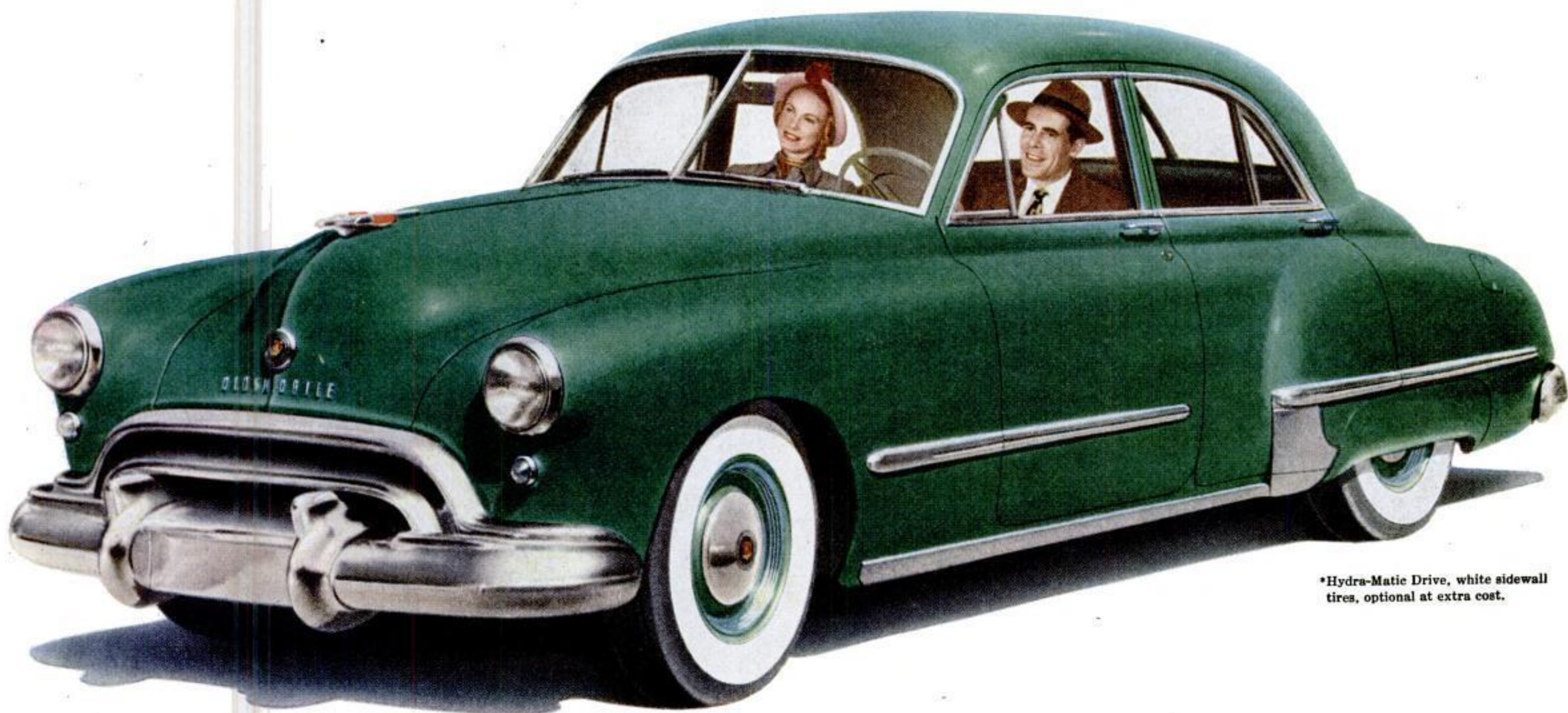
JONES DAIRY FARM SAUSAGE

JONES DAIRY FARM • FORT ATKINSON, WISCONSIN

FUTURAMIC



The last word in modern living . . . it's this
Florida house designed by Robert Law Weed, with an
airplane hangar built in! The last word in modern driving . . .
it's the Futuramic Oldsmobile!



*Hydra-Matic Drive, white sidewall tires, optional at extra cost.

"Beautiful!" you'll say, as you see it at the curb—this smart new Oldsmobile "98" Four-Door Sedan. "Luxurious!" you'll think, as you slip behind the wheel and admire its tasteful interior. "Amazing!" you'll agree, as you glide away without shifting or pushing a clutch, thanks to GM Hydra-Matic Drive*. "Thrilling!" you'll exclaim, at the explosive burst of pick-up that's yours with *Whirlaway!* "Streamlined" . . . "Advanced" . . . "Ultra-Modern" . . . these are other words you might apply to this exciting new Oldsmobile. But there's one word that takes the place of all of these—a word that tells the Olds story in a brand new way. And that word is "Futuramic"—the "dynamic design of the future." It's a new word for the last word in motor cars . . . the Futuramic Oldsmobile!

FUTURAMIC

OLDSMOBILE

Tune in Henry J. Taylor, Mutual Network, Mondays and Fridays

Hunt's Heavenly Peaches



at down-to-earth prices!

The flavor of Hunt's peaches is really something! That's because we *hand pick* these mellow beauties for you. And then can them in *heavy* syrup. Now's the time to stock up at low prices. Because —

You pay no more for Hunt's peaches! And what glorious desserts they make... *in a jiffy*. For example, Peach Ambrosia — Hunt's heavenly peaches with tasty shreds of coconut. Umm... *wonderful!*



Hunt's Fruits • Vegetables • Tomato Sauce

Hunt Foods, Inc., Los Angeles, California

Hunt-for the best



EN ROUTE TO WORK AN EXHAUSTED PRISONER COLLAPSES IN THE SNOW BUT A SOVIET GUARD PRODS HIM WITH A LONG BAYONET AND FORCES HIM TO CONTINUE

SOVIET PRISON CAMPS

An estimated 15 to 20 million persons, many of them political prisoners, today are engaged in forced labor in the Soviet Union. The miserable conditions under which they live and work are revealed on this and the following pages in drawings by Vladimir Kowanko, a young Polish cartoonist who passed through no less than 20 Soviet concentration camps. During the months of his imprisonment Kowanko made numerous surreptitious sketches on tiny cigaret papers. In these drawings he has faithfully developed the original sketches.

Kowanko was one of 250,000 Poles recruited for forced labor after September 1939 when the Red Army occupied eastern Poland under terms of the Russo-German pact. He was released in 1941 in the general amnesty which followed the German attack on Russia and made his way to Buenos Aires where he now lives. Although the Soviet Union does not officially admit to employing forced labor, eyewitness reports of prisoners who occasionally escape indicate that present conditions are as bad or worse than those depicted by Kowanko.



PRISONER VLADIMIR KOWANKO

more needles
pass through La Mode buttons
than any other buttons
in the world

La Mode
BUTTONS



FLORENTINE



SCULPTURA



SUNSET



PEARLETTE

Such charming buttons! Simple buttons, decorative buttons, finest quality buttons . . . buttons for every conceivable fashion, in every price range. Ask for La Mode at your favorite Button Department and you'll get the best in buttons.



B. BLUMENTHAL & CO., INC., 1372-82 BROADWAY, NEW YORK 18, NEW YORK
THE WORLD'S GREATEST SELECTION OF FASHION BUTTONS



Live in palace, park or hut?
You'll like Welch's Cocoanut!



People from coast to coast say that this is their favorite candy bar because they like its fresh cocoanut flavor and the wonderful way the chocolate coating blends with its rich creamy center. If you have never eaten one of these bars, we hope you will try one soon, and we are certain you will enjoy it.



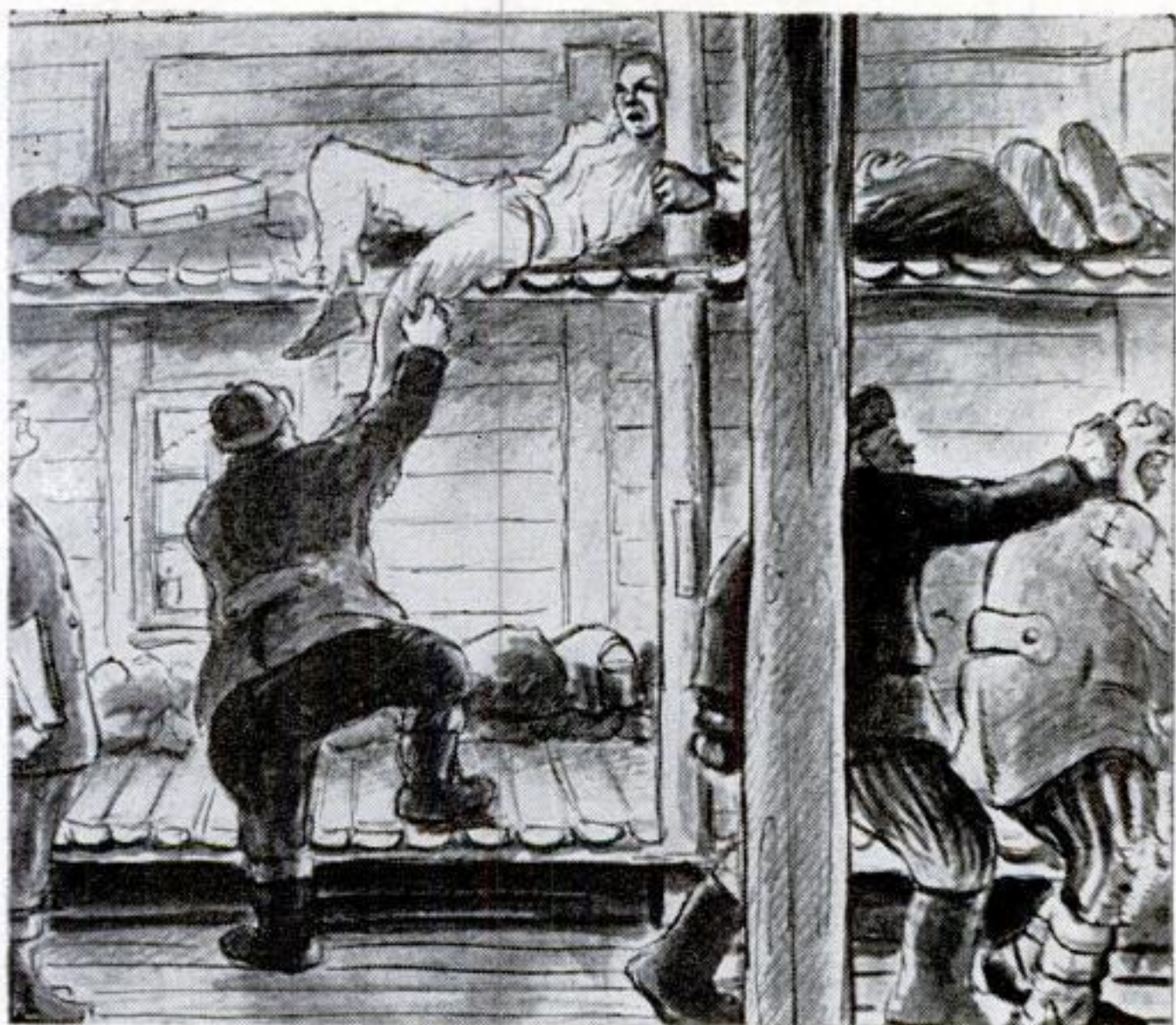
We say it's...
"The World's
Best
Cocoanut
Candy"



A HUMAN WRECK like this prisoner is called a *dochodziaga*, which may be translated "on his last legs." This man has broken down under camp maltreatment. He always carries a pail in the faint hope of getting an extra soup ration.



A SICK PRISONER who asked to be excused from work is "persuaded" to change his mind by the "morale officer" at the Krasnyj-Ogolok camp. This is the "recreation room" where inmates are given classes in Communist culture.



BEDFAST PRISONERS are dragged from their crude wooden bunks by the guards who force them into work lines. Prisoners sleep in their tattered clothing on bare boards in buildings which never have adequate heating facilities.



PRISONERS AT WORK are forced to carry huge stones in their arms, since this construction camp provides its slave laborers with few tools except pick-axes and small shovels. Only the guard (*left*) gets any benefit from the bonfire.



END OF A JOURNEY for several thousand prisoners who have ridden for weeks in cattle cars comes when they are marched to camp through a Siberian village. The ill and exhausted (*right*) are kicked until they rise and stagger on.

CONTINUED ON NEXT PAGE

I've discovered the *longer, finer* cigarette

PALL MALL

Good to look at . . .



good to feel . . .

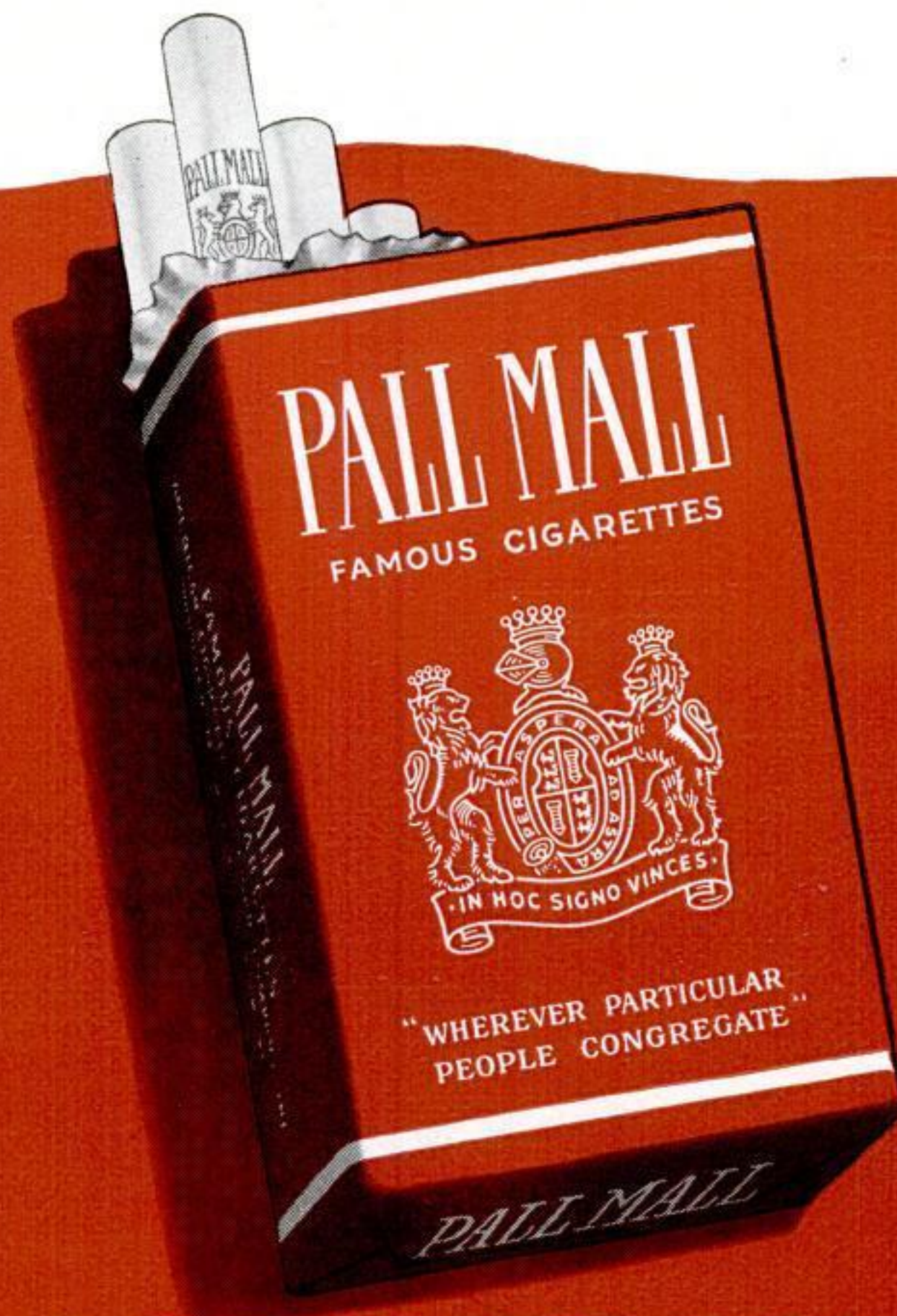
good to taste . . .



and good to smoke.

PALL MALL's greater length of traditionally fine tobaccos *filters the smoke on the way to your throat* — gives you that smoothness, mildness and satisfaction that no other cigarette offers you.

PALL MALL—the *longer, finer* cigarette in the distinguished red package.



OUTSTANDING



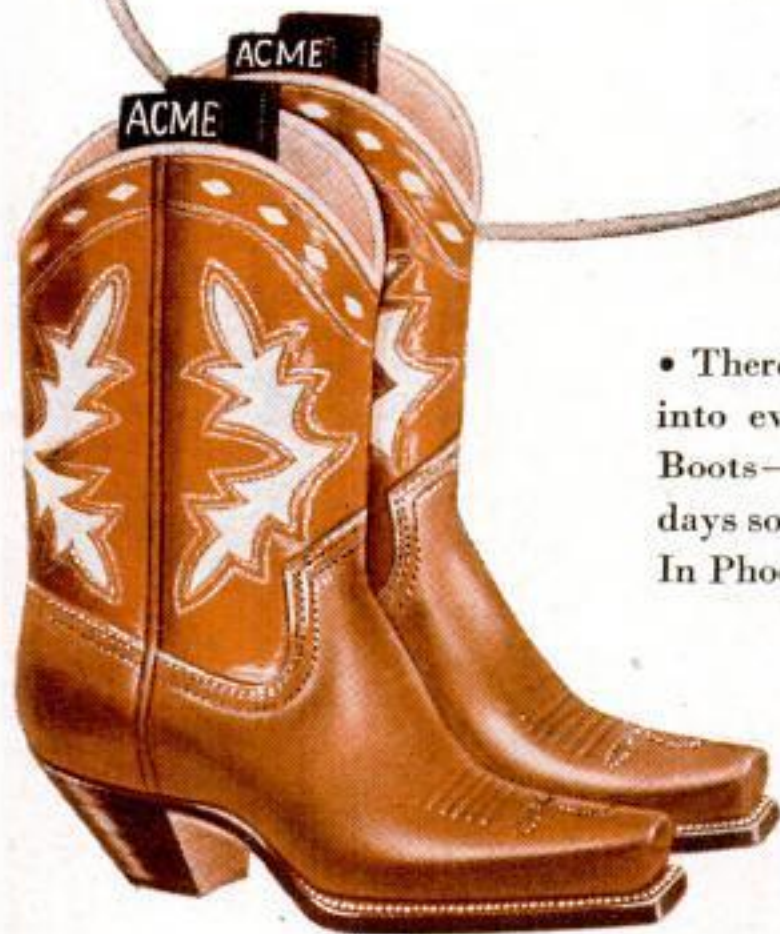
—and they are *mild!*

ACME
COWBOY
BOOTS

...for
all the
family!



For boys and girls:
\$6.95 to \$9.95
For men and women:
\$10.95 to \$16.95



• There's adventure and excitement stitched into every handsome pair of Acme Cowboy Boots—that's why they make outdoor play days so much more fun for your whole family! In Phoenix or Philadelphia, you'll all get that same wonderful "don't-fence-me-in" feeling every time you put 'em on!

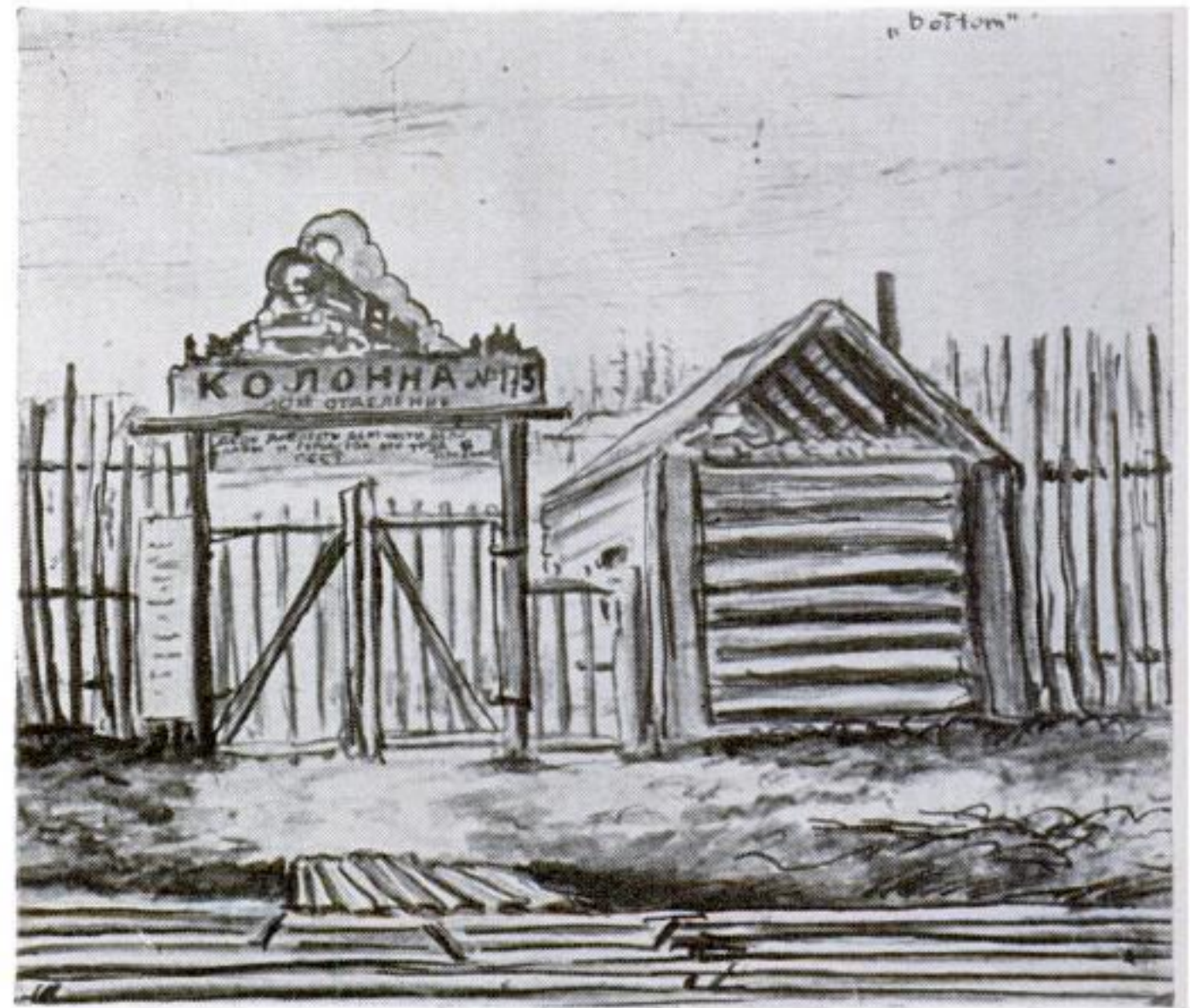


TESTED IN THE STIRRUP WHERE IT REALLY COUNTS

© Acme Boot Mfg. Co., Clarksville, Tenn.

ACME—WORLD'S LARGEST MANUFACTURER OF COWBOY BOOTS

Red Prison Camps CONTINUED



ENTRANCE TO CAMP is this crudely ornamented gateway in the high wooden fence. Painting above gate is supposed to represent a speeding railway engine racing over the roadbeds constructed by the persecuted inmates.



WOMEN IN CAMPS include prostitutes, criminals and respectable women who have offended Soviet government. Living behind barbed wire, they lose all sense of shame and dignity. The girl at left has traded her blouse for bread.



WOMEN ALSO WORK at jobs that most countries reserve for men. These weary inmates of a concentration camp in a timber area are forced daily to dig, wheel earth and carry huge logs while a stern-faced Red guard stands idly by.

Now! ~~CROSLEY~~ brings you "BIG PICTURE" television

NOT
7...

NOT
10...

but BIG
12 inch
PICTURE
tube

**PLUS
COMPLETE FM
RADIO**



ONE-YEAR SERVICE AND REPLACEMENT WARRANTY

available to owners of
Crosley television sets

Ask your Crosley television dealer about the liberal one-year service and replacement warranty that gives you complete normal installation, plus one-year guarantee on your Crosley television set — including picture tube.

sensational 2-in-1 value at a popular price!

Lucky you if you live within range of television! A new world of entertainment is yours to enjoy! And luckier still if you have this great new Crosley Spectator 9-407M television-FM set! Here, in one compact mahogany cabinet, are all the thrills of Crosley "big picture" television—a giant 12-inch direct view tube—72 sq. in. pictures you view

with utter comfort! Plus full FM radio to bring in your favorite network shows with static-free beauty! And with it, simplified all-channel tuning, automatic picture clarifier and a host of other unique Crosley features your dealer will gladly show you. Pay him a visit soon. His name and address are listed in your Classified Telephone Directory.

~~CROSLEY~~

*© Division—**AVCO** Manufacturing Corporation

© 1948

Cincinnati 25, Ohio

Shelvardor® Refrigerators
Frostmasters • Ranges
Radios
Radio-Phonographs
FM • Television
Shortwave
Home of WLW and WLWT





"SWASHBUCKLER" COAT and black dress ensemble by Adele Simpson can be nipped in with belt.



POST DEBUTANTES Mary Damon (*left*) and Gloria Welch wore fitted suits and small hats at Belmont.

SLIM-SKIRTED DRESS of mannish tweed by Hattie Carnegie is worn with a nutria stole and hat.

Fall Street Clothes

They are highly varied but not extreme

This fall's street clothes, although far less revolutionary than last year's New Look, give women a chance to dress individually. Some things are standard. Shoulders are natural, skirts stabilized at 12 to 14 inches, short hair and small fitted hats are the rule. But the new styles range from clinging dresses

(*opposite page*) to jackets with flaring backs (*above*) and skirts vary from pencil slimness to fullness. Dressy tweeds and furs are popular. Most of these trends were in evidence at the opening of Belmont track on Long Island last week (*left and next page*), traditionally a showcase for society's fall fashions.



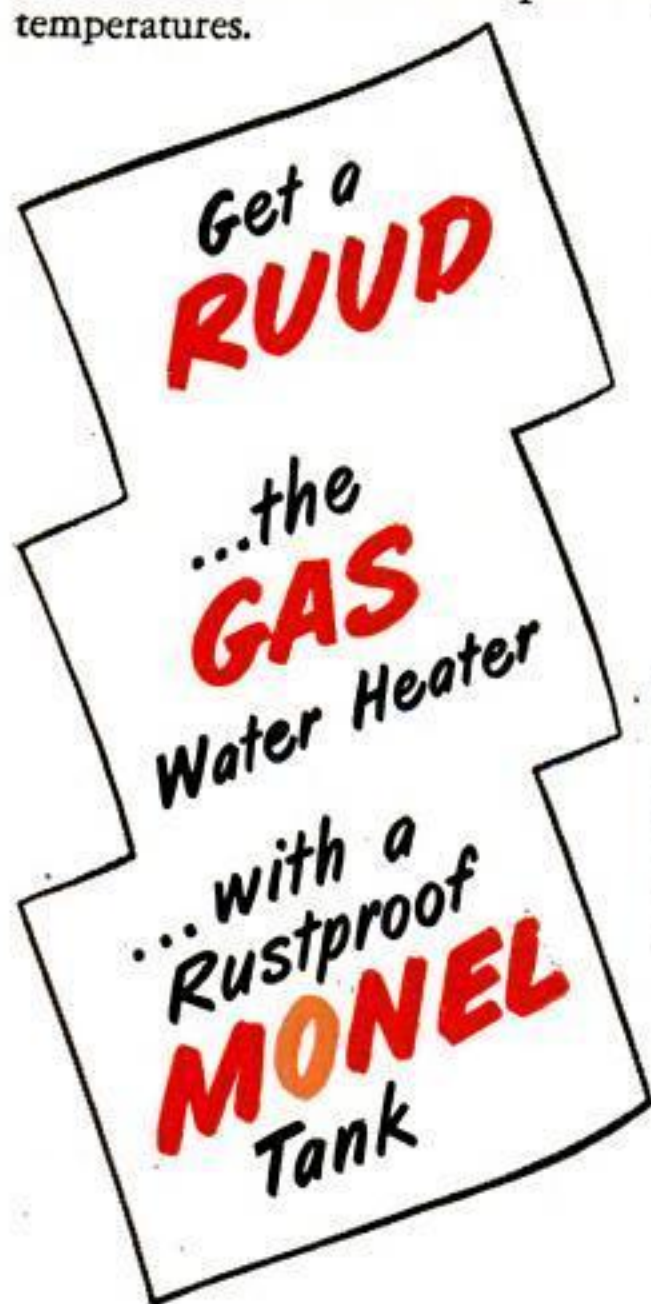
Laundering experts say it! Tests prove it!

The hotter the water, the whiter the wash.

And now you can get hotter water ... faster ... cleaner ... cheaper. Because now you can get a new Ruud, the Gas water heater with the Monel* tank and the wonderful, new Ruud Temperature Dial.

Remember, today's automatic washers are built to use high temperatures. And the new Ruud-Monel Water Heater is designed to supply it... *all* you need... *hot* as you need... *all* the way up to 180 degrees for your automatic clothes-washer and dish-washer.

It's on sale now! Ask your Gas Company, Plumber or Dealer to show you a Ruud-Monel. 99 out of 100 owners say they'd recommend it to their friends. Write for free literature and the new special report on laundering temperatures.



NOW...
you can
get a
**RUUD-
MONEL**
and get

1. HOTTER WATER! Ruud's new Temperature Dial lets you dial the temperature you need—as high as 180 degrees!

2. FASTER! Your Ruud is built for Gas—all kinds, including LP-gas. And Gas heats fast. Give you *all* the hot water you want—*when* you want it.

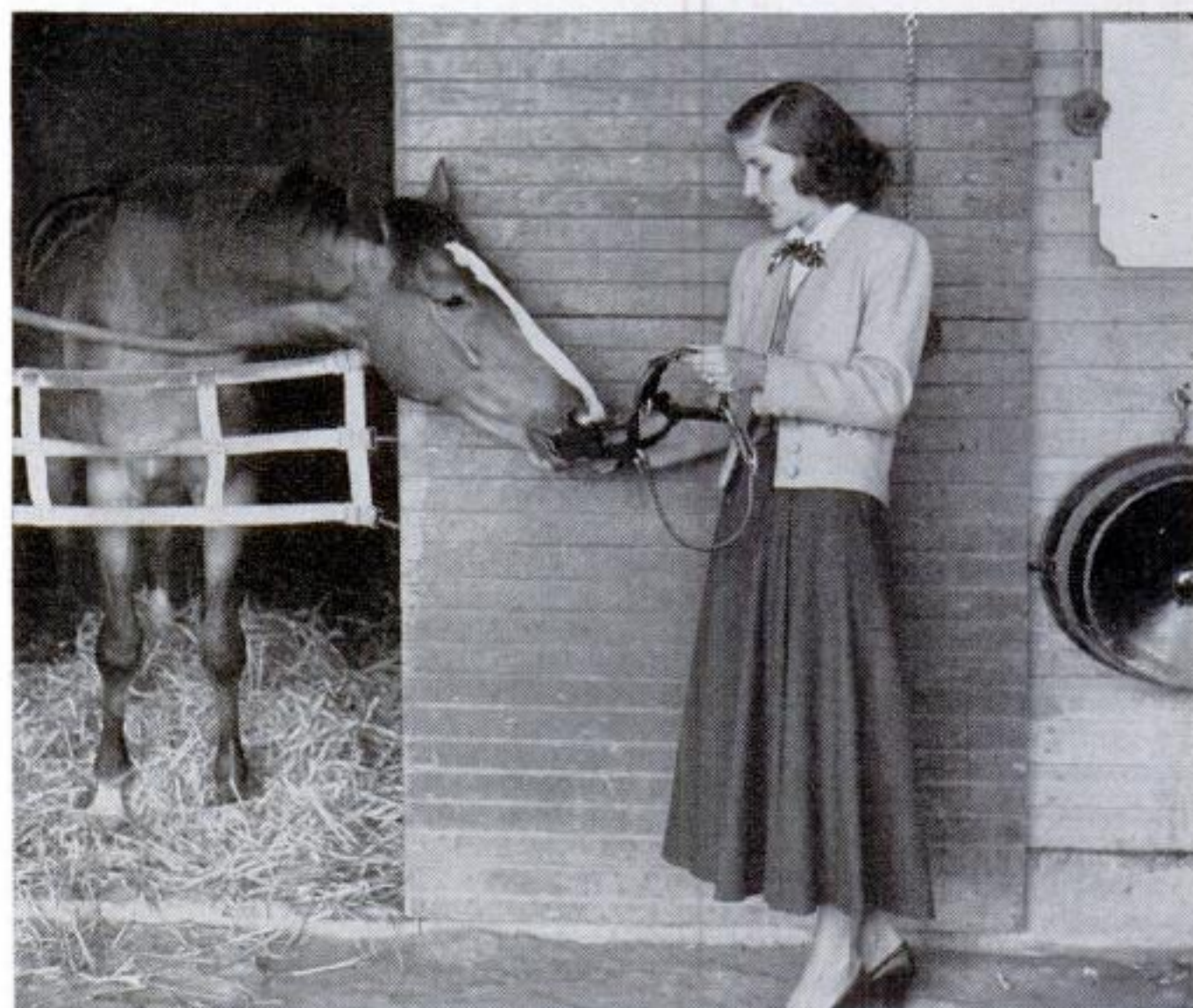
3. CLEANER! Ruud's tank is made of solid Monel, rust-proof, even at the highest temperatures. It never sends you rusty water, never causes ugly stains.

4. CHEAPER! Take Ruud's thrift-design, add the down-to-earth economy of Gas, and the extra-long life of your solid Monel tank. *Save... year after year!*

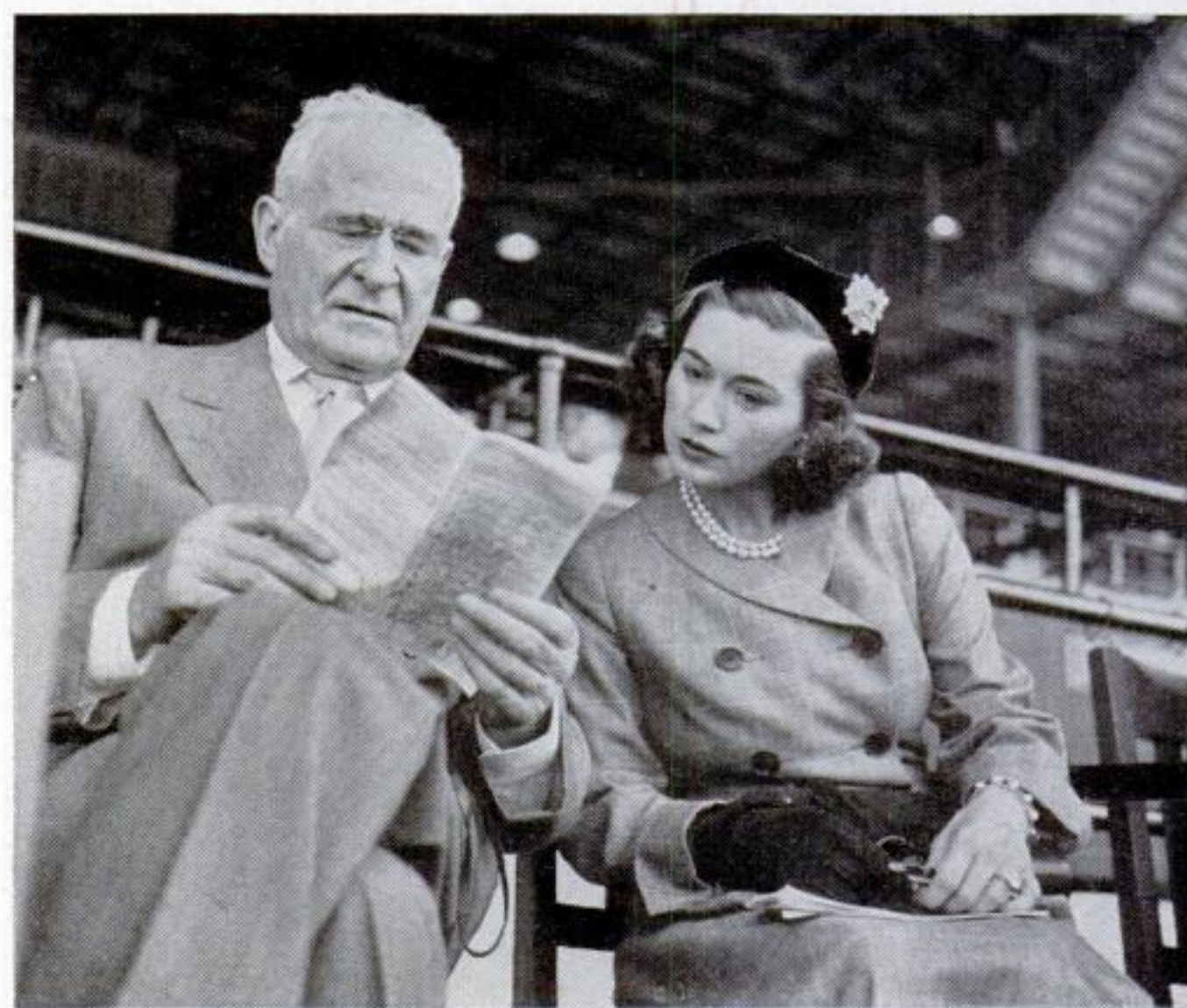
RUUD MANUFACTURING COMPANY Pittsburgh 1, Pa.

*Reg. U. S. Pat. Off.
International Nickel

FALL CLOTHES CONTINUED



MRS. MALLORY KERR, who visited the stables at Belmont before the races, wore a B. H. Wragge costume consisting of cardigan jacket, gold velveteen waistcoat and full green tweed skirt.

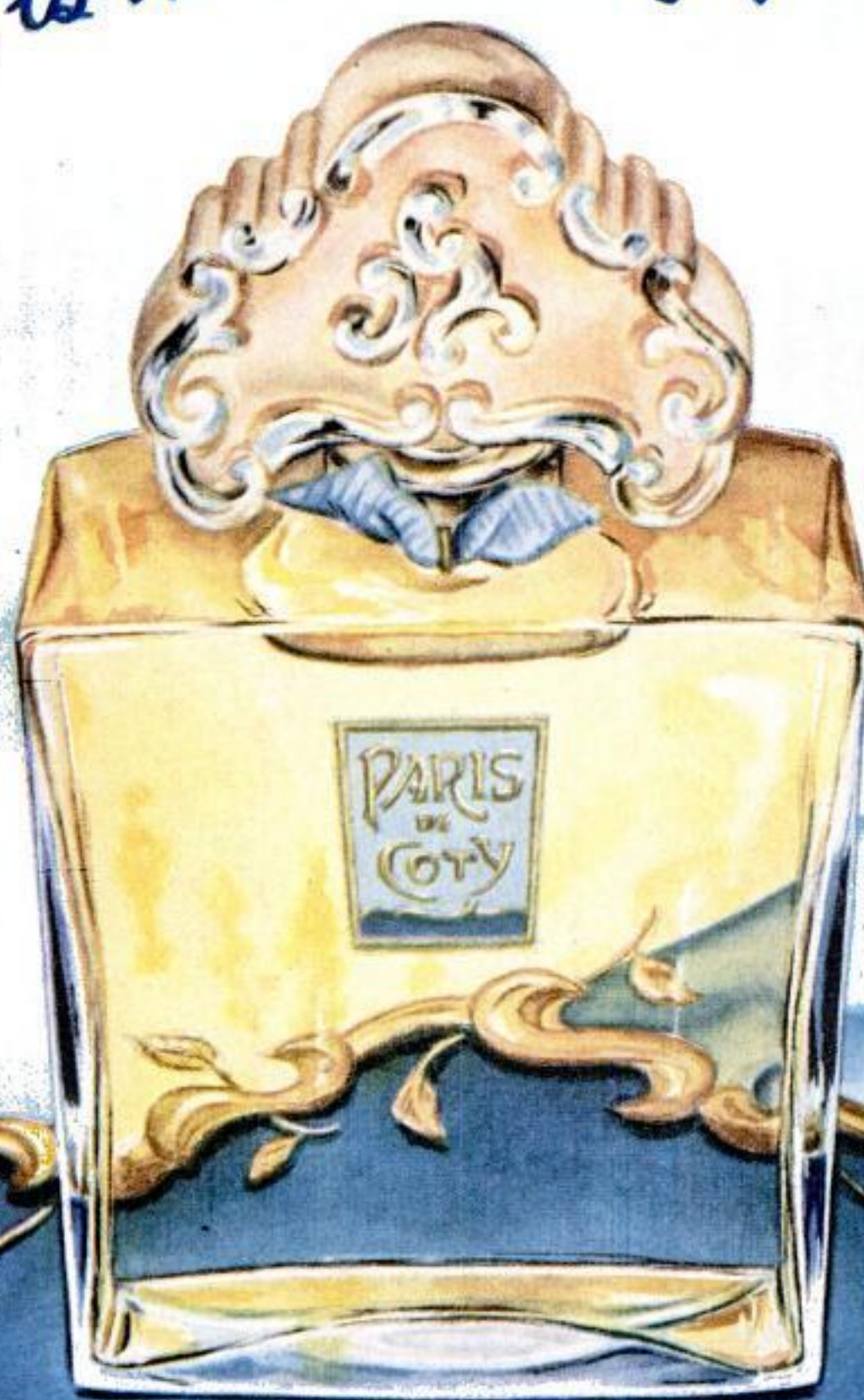


MRS. ALFRED G. VANDERBILT, in Turf and Field box with Herbert Bayard Swope, former New York racing commissioner, wore a Mainbocher tweed coat dress and a jeweled velvet beret.



MRS. JOHN A. MORRIS, whose husband (left) is president of the Jamaica race track, selected a conservative tailored suit with intricately laced shoes, plaid umbrella, wide-brimmed felt hat.

the soul of Paris is in this lasting yet refined fragrance



Coty

Perfume 50. to 2.85
Toilet Water 6.75 to 1.85
"Air-Spun" Powder 1.00
Powder Vanity 1.50
Dusting Powder 1.25
Talc .65 Sachet 1.25
Bath Salts 1.50 & 1.00

Prices plus Tax

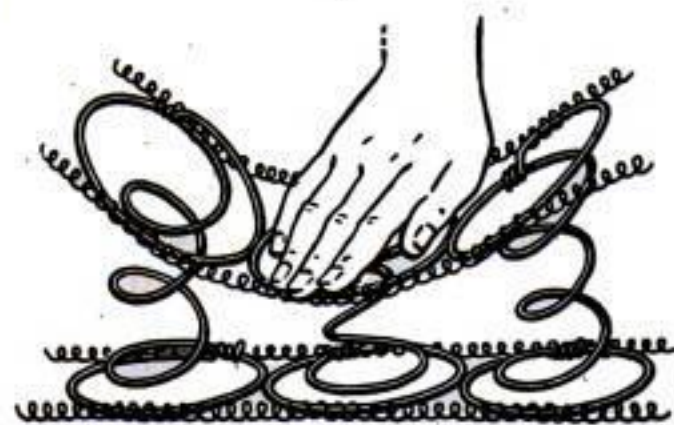


Compounded and Copyrighted by Coty, Inc. in U. S. A.

AT LAST!
*Individual
 Spring
 Action*

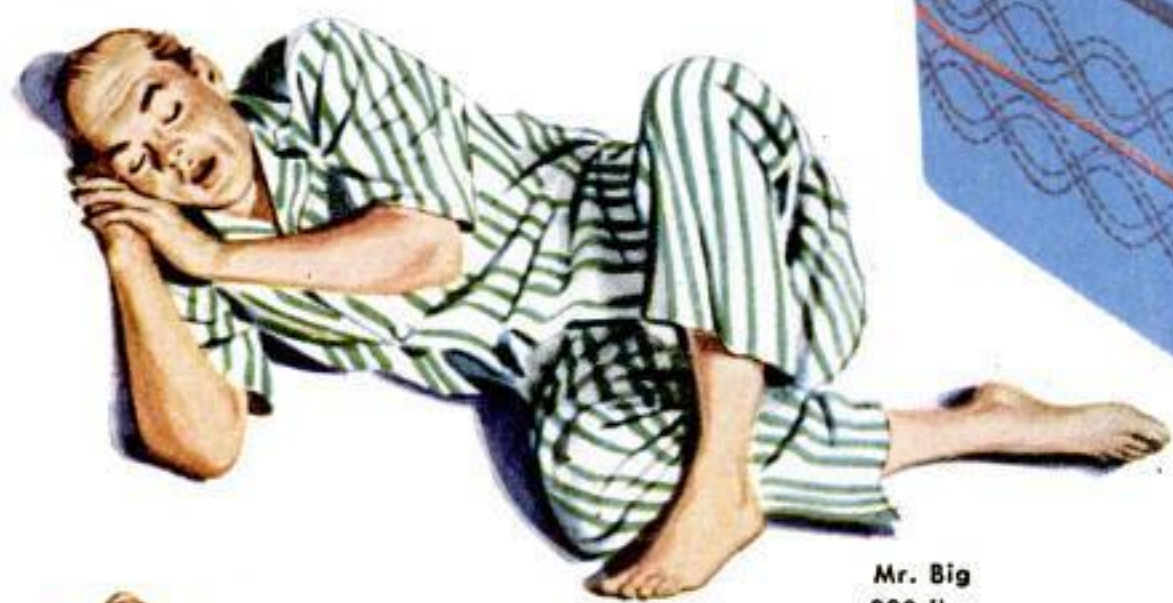
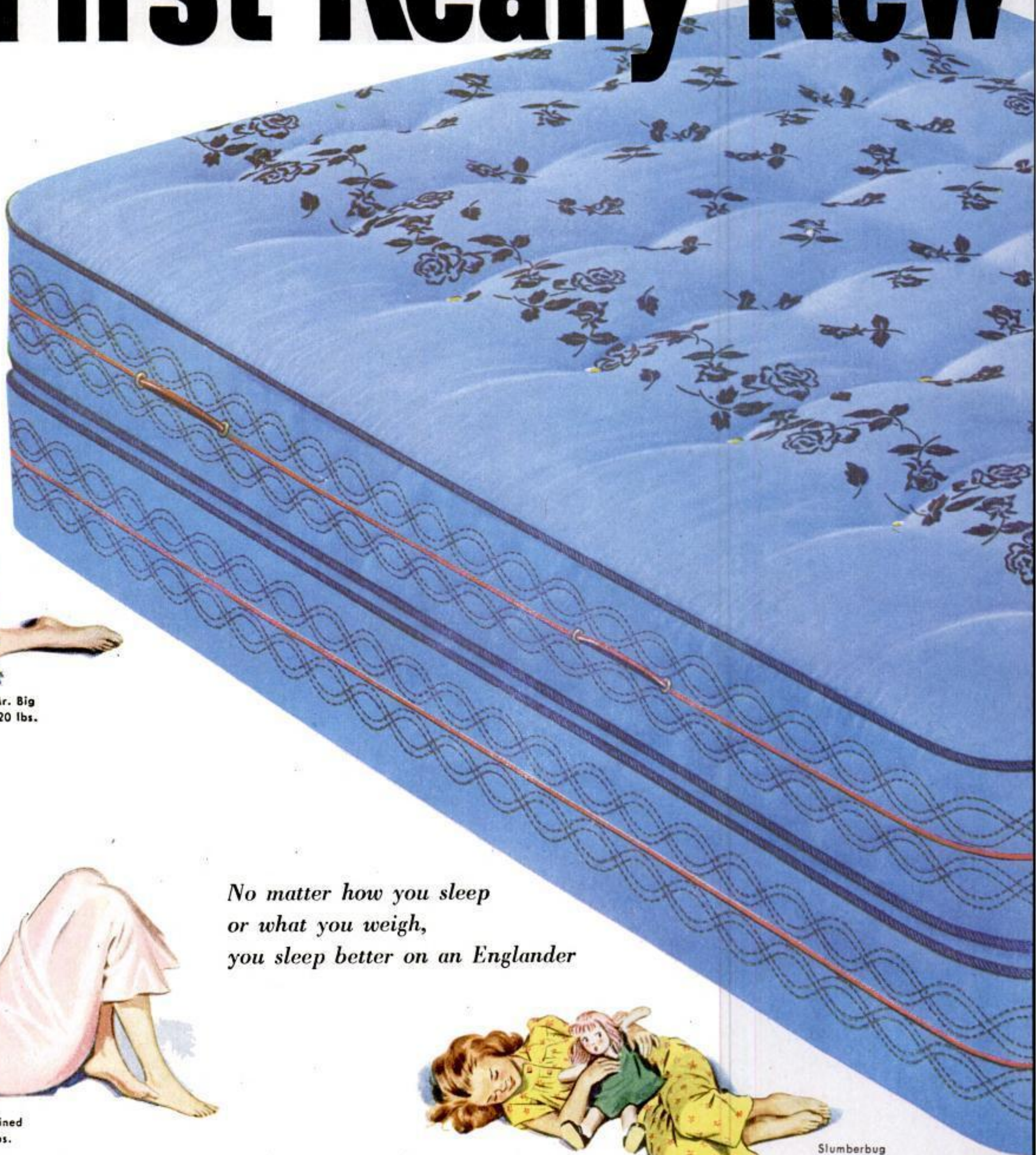


FOR YEARS THIS — Coils tied together at top and bottom by cotton sacks—this method *prevents* individual spring action.



FOR YEARS THIS — Coils tied together at top and bottom by wire—this method *prevents* individual spring action.

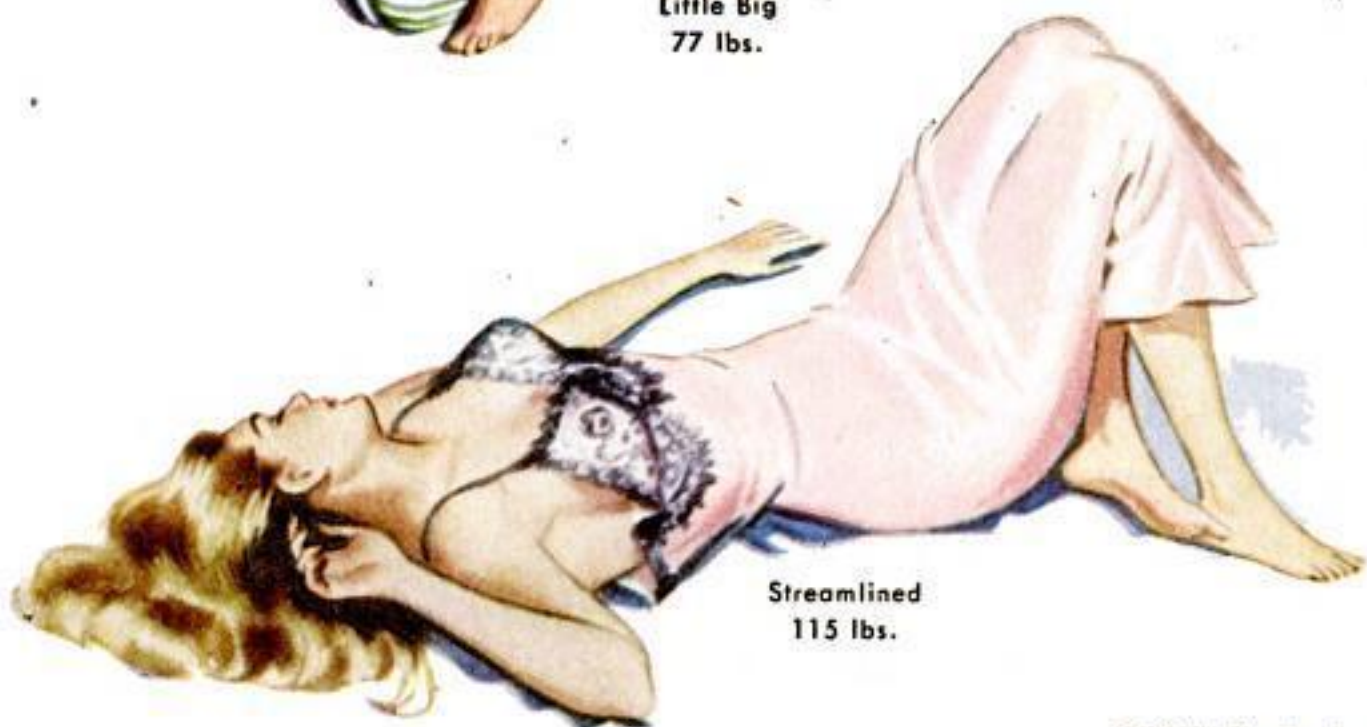
The First Really New



Mr. Big
 220 lbs.



Little Big
 77 lbs.

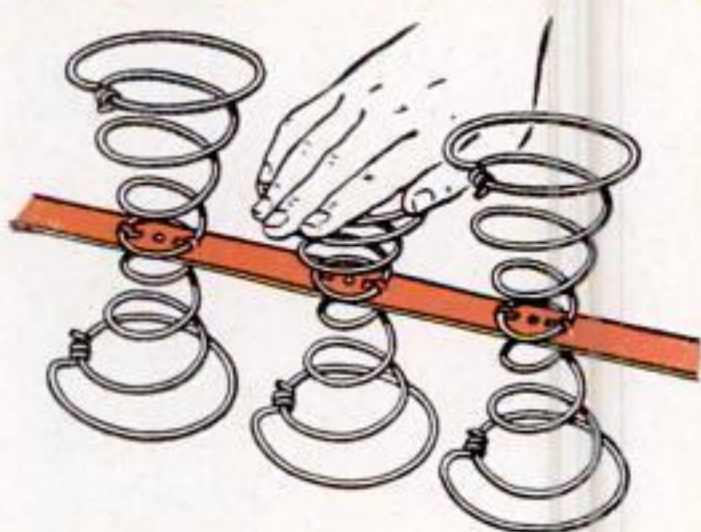


Streamlined
 115 lbs.

*No matter how you sleep
 or what you weigh,
 you sleep better on an Englander*



Slumberbug
 68 lbs.



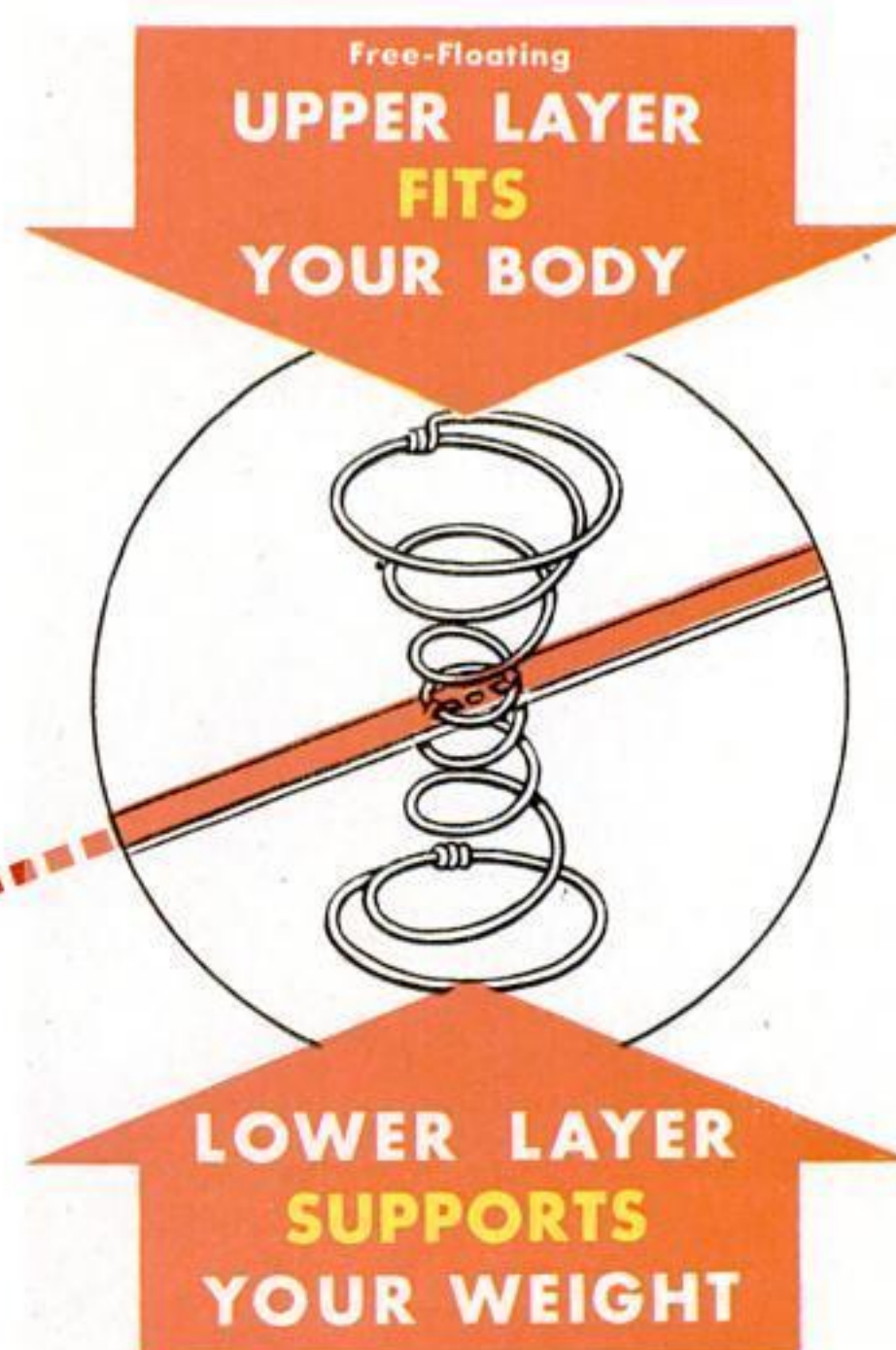
NOW Real individual spring action — exclusive with Englander. Springs are not held together by sacks, not tied together by wires. They are locked only at the center by flexible ribbons of steel.

Englander

AMERICA'S MOST LUXURIOUS

mattress

Mattress in 50 Years!



The Englander Red Line provides comfort found in no other mattress

Englander Red Line Mattress is the only mattress in the world to provide double-layer comfort. Springs act individually because they are *locked only at the center* by flexible ribbons of steel. This exclusive center-lock construction ends "toppling" of springs — permits them to remain in upright position, giving maximum cushioning and supporting action at all times. Upper layer responds to and fits every contour and movement of your body. "Roll-to-the-middle," when sleeping double, eliminated. Lower layer supports your weight — even 200-pounders never "hit bottom." Avoids "sagging" found in ordinary mattresses. Ask for Englander — the mattress marked with the Red Line.

ENGLANDER RED LINE \$49⁷⁵
"SUPER BODYGUARD"

Other Englander Red Line mattresses (twin or full size) or matching box springs: the Fortune, **\$59.75**; the Bodyform, **\$69.75**; the Continental, **\$79.75** (illustrated). Others priced as low as **\$29.75**.

"Mommy always says you're safe
when you use **Johnson & Johnson**"



Exclusive formula: Red Cross* Adhesive Tape's exclusive formula insures greater sticking properties and longer life in the medicine chest. More people use Red Cross Adhesive Tape than all other brands put together.



Absolutely sterile: Johnson & Johnson Sterile Gauze Pads come individually wrapped in sealed envelopes. These handy sterile dressings have many uses for First Aid and Baby Care.



BAND-AID Adhesive Bandages are made the exclusive Johnson & Johnson way. They are endorsed by doctors and the public. Individually wrapped and 100% sterile, they provide convenient protection against dirt and infection.



Red Cross* Cotton is made only of choice virgin cotton—carefully selected and expertly processed. No reprocessed cotton, no short fiber cotton is used. Red Cross Cotton comes to you absolutely sterile, in sealed packages.



First Choice: A recent nationwide medicine chest survey showed that of all the homes using bandage, 3 out of 4 prefer Red Cross* Gauze Bandage. Fine mesh, flexible gauze with clean cut edges, they ravel less and make neater bandages.

*No connection whatsoever with American National Red Cross.

Johnson & Johnson the most trusted name in surgical dressings



A MONTH-OLD CANCER COLONY GROWN FROM A SINGLE PARENT CELL SPREADS FROM GLASS TUBE IN WHICH IT WAS PLANTED. CELLS ARE MAGNIFIED 233 TIMES

COLONY OF CANCER CELLS

Cultures grown from single cell help in study of malignant growths

The strangely patterned photomicrograph above, which shows a growing colony of cancer cells bursting out of the open end of its glass container, is evidence of one of the most important advances in biological research. In it the prolific cells can be seen spreading outward from the threadlike tube in which they were incubated. The important facts about these particular cancer cells are that they were grown from a single cell taken from mouse connective tissue, and that they are therefore all of the same type.

This breeding of a pure cancer strain, by Dr. Wilton Earle, Dr. Katherine Sanford and their associates at the National Cancer Institute at Bethesda, Md., is exciting news to medical researchers engaged in the study of both normal and malignant cell growth. With the old method of cultur-

ing, which consisted of cutting off a piece of tissue and growing it in a mixture of serum and tissue extract, researchers never could be sure that their tests were not being confused by the presence of foreign cells. The problem was particularly serious in cancer research because each of the many different kinds of cancer and normal cells in the culture behaved differently.

With the new method developed at the National Cancer Institute it is now possible to isolate a single cancer cell from diseased tissue and to grow a whole colony of the same type from it (*next page*). Such a pure cell strain, which apparently can be kept alive indefinitely, offers best means yet devised for studying the mysteries of malignant cell growth—mysteries which must be solved before the cause of cancer can be fully understood.



FEEDING COLONY, a masked laboratory assistant adds nutrient fluid to a culture in flask. Transplanted to the flask from an original tube culture, the colony continues to grow under layer of perforated cellophane.

You can't believe your eyes!

*Does Not
pierce
your
tie*

*Does
keep
the
centered*

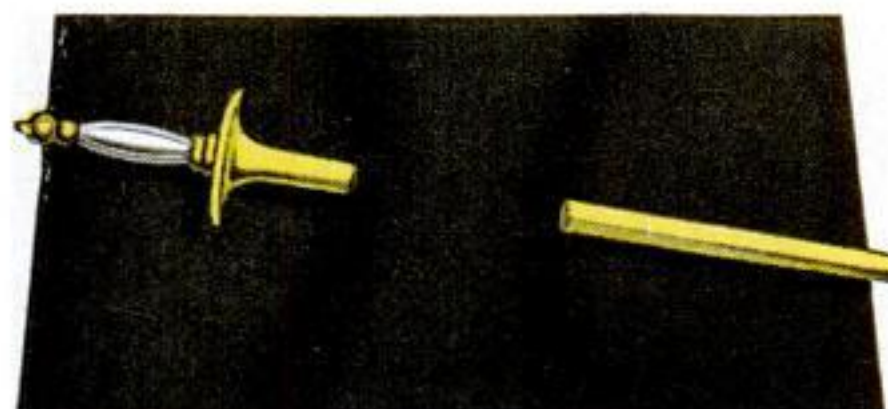
Baffling Blades

The SWANK Pin Klip* works like magic.

Doesn't pierce your tie — keeps it always centered.

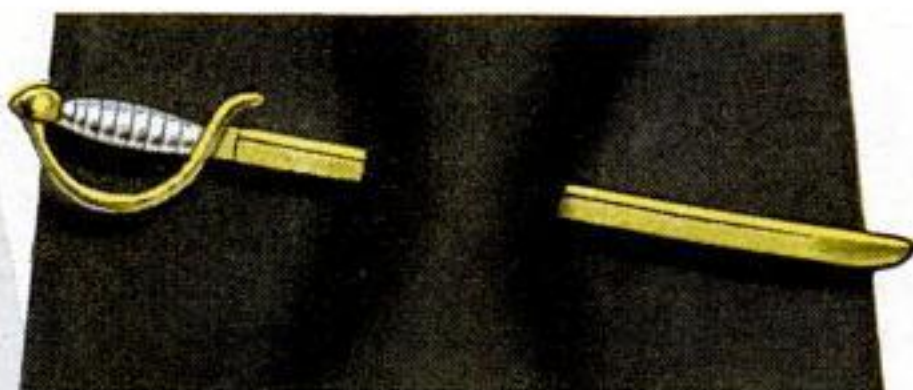
In three smart blade designs, \$2.50 each. Also available
in colored pearl hilts.

*PATENTED



The Dagger

Price subject to Federal Tax



The Sabre

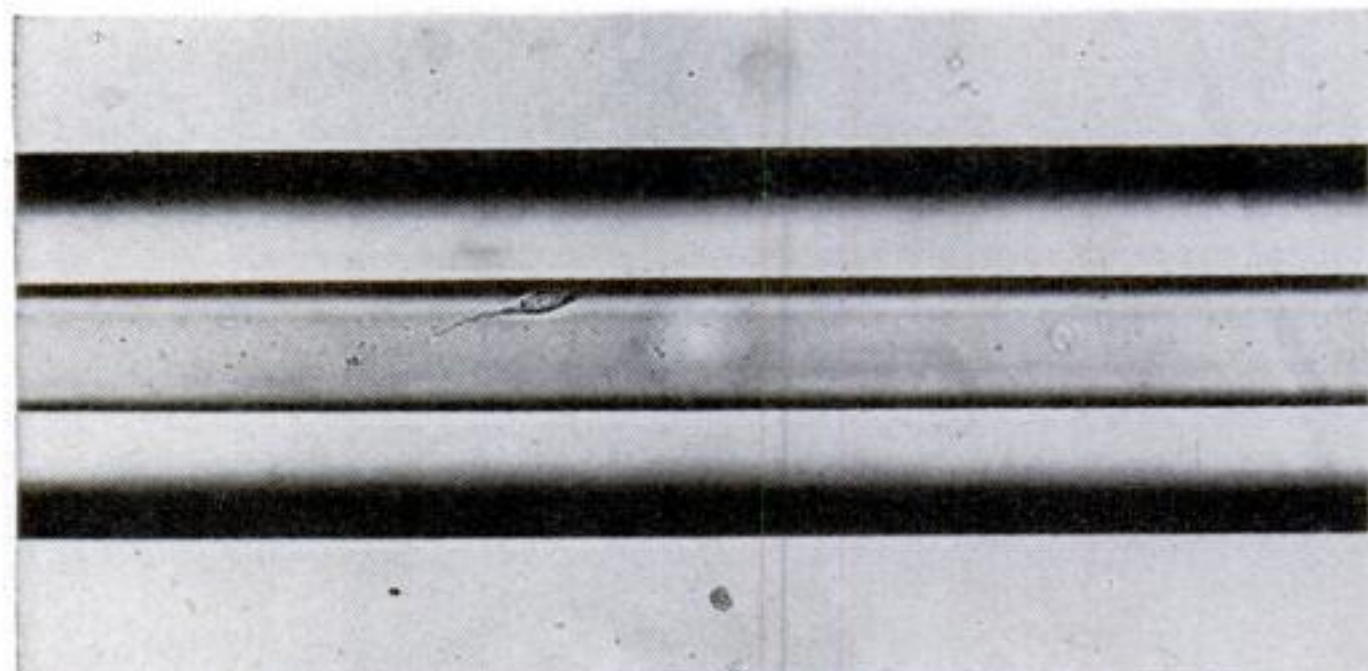
Always look for the name SWANK
on all our products

SWANK — © Swank, Inc., Attleboro, Mass.

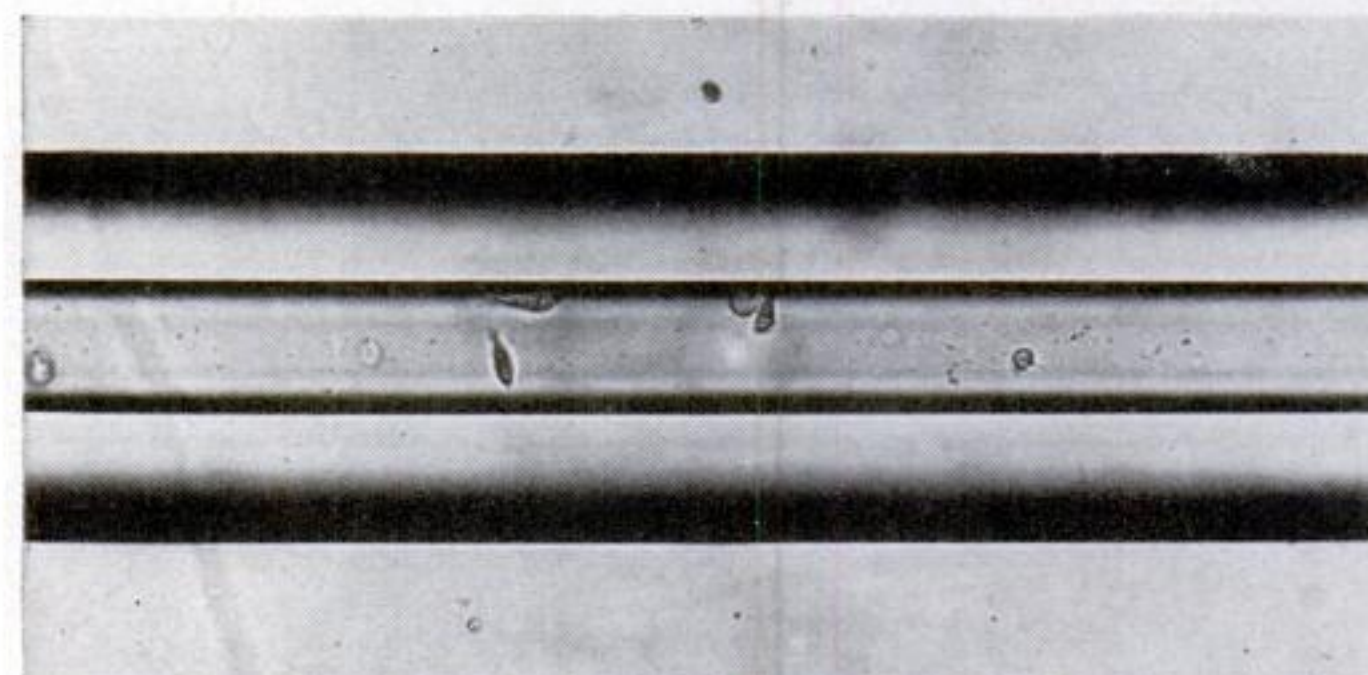
Cancer Cells CONTINUED

CELL MULTIPLIES IN TINY TUBE

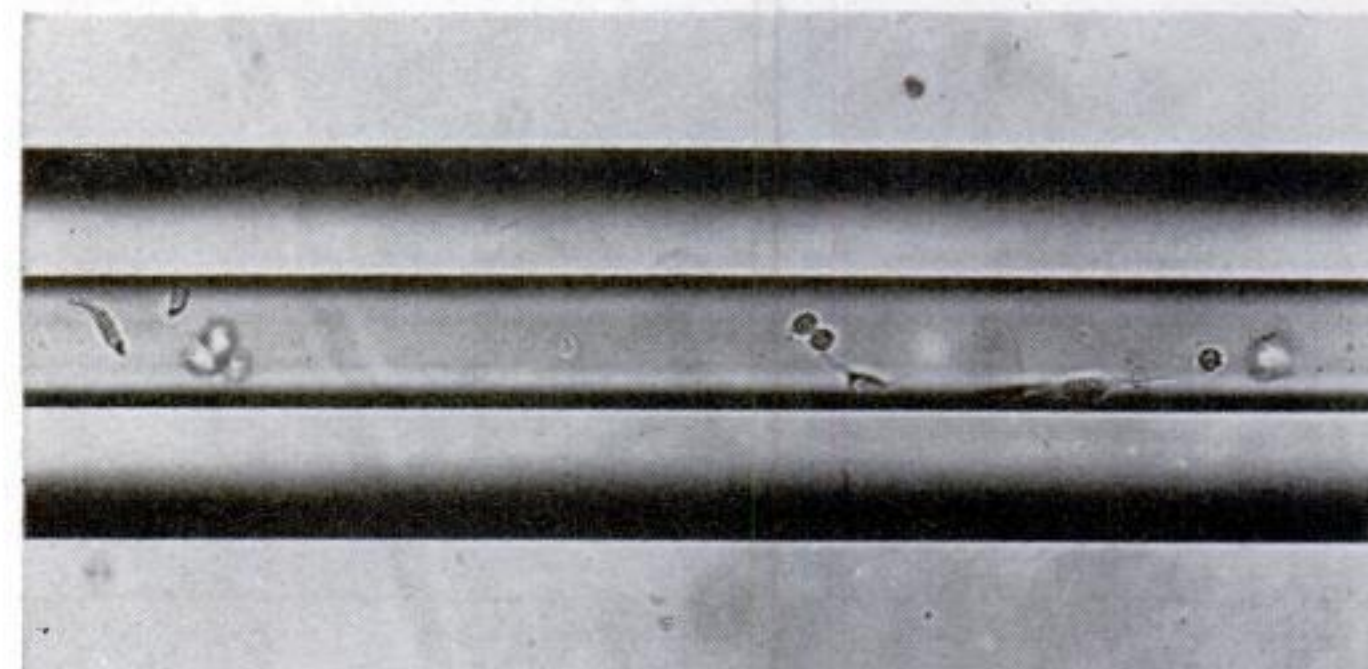
Use of a tiny glass tube has made it possible, after 20 years of unsuccessful attempts, to grow a colony of pure cancer cells from a single cell. Dr. Earle suspected that failures might have been caused in part by surrounding the cell with too much nutrient. He then tried putting the cell with special nutrient in a tube whose diameter limited the food in proportion to the size of the cell. The cell grew and multiplied.



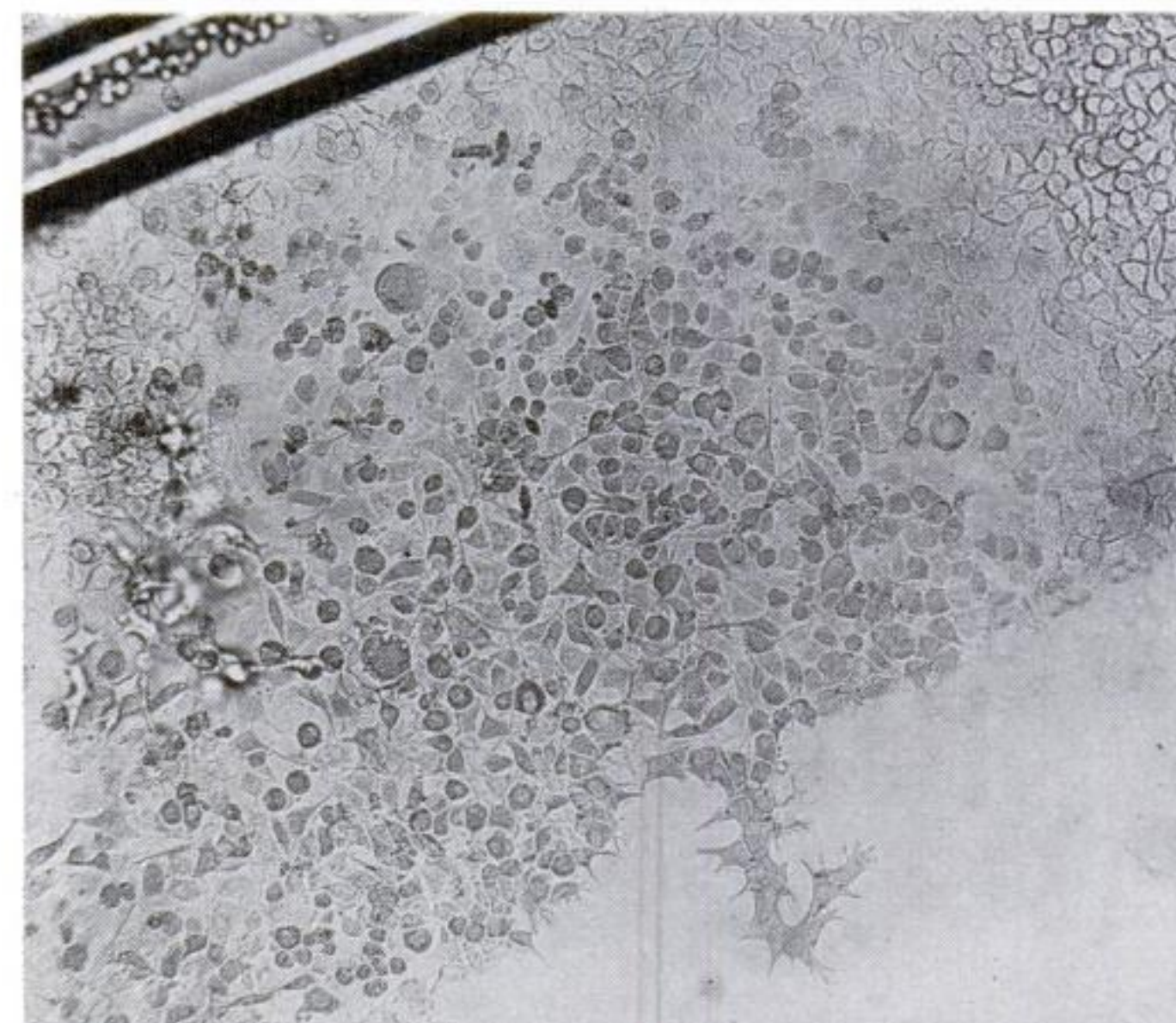
A SINGLE CANCER CELL LIES IN A TUBE WHICH IS FULL OF NUTRIENT



AFTER THREE DAYS THE CELL HAS SUBDIVIDED TO BECOME SIX CELLS



AFTER FIVE DAYS THERE ARE 12 CELLS. CELL AT CENTER IS DIVIDING



AFTER 43 DAYS CELLS HAVE EXPANDED BEYOND TUBE TO FORM A COLONY

"Looking for a way to keep the family shoe bills down?..THEN LOOK HERE!"



"When you get NEOLITE Soles you get far greater wear at far lower cost!"

"I've been selling shoes a long time, but I've never seen a sole like **NEOLITE**! *It far outwears the finest leather*—yet costs no more!

"And *comfortable*? Why, **NEOLITE** Soles are so flexible they need no breaking-in—yet they are so firm they give active feet plenty of proper support.

"They're *waterproof*, too—they keep your feet dry and help your shoes stay in shape far longer. They're marvelous for children's shoes

—and grand for grown-ups' shoes as well!

"What is **NEOLITE**? There's nothing you can call it *but* **NEOLITE**! You see, it's not rubber, leather or plastic—but an entirely different material made especially for shoe soles and heels.

"Yes, with **NEOLITE** Soles you *know* you're headed for longer wear. And here's a tip: Whenever you have shoes *resoled*, be sure to ask for **NEOLITE**, too!"



MARK THIS MARK! Remember, only genuine **NEOLITE** Soles bear the name "**NEOLITE**." Step on it! You'll find this longer-wearing sole on over 200 brands of men's, women's and children's shoes — in every price range. Ask for **NEOLITE** Soles and Heels when you have your shoes repaired, too.

25,000,000 people keep shoe bills down with
NEOLITE SOLES

NEOLITE T.M.—THE GOODYEAR TIRE & RUBBER COMPANY



Top Performance

... get it in your car, with
Texaco *Sky Chief*



For a galloping surge
of extra power to make your car
glide along the highways . . . or zoom
up hills as if it had wings . . . or respond
smoothly in traffic . . . get Texaco
SKY CHIEF, the tops in premium
gasoline for those who want
the best. Sold by your
Texaco Dealer, *the*
best friend your car ever had.



THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada

TUNE IN... TEXACO STAR THEATER every Wednesday night featuring Gordon MacRae and Evelyn Knight. See newspaper for time and station.



IN A POND NEAR LENOX, MASS. TWO EGRETS, OUT FISHING, STAND QUIETLY IN A CLUMP OF GRASS. BEHIND THEM WADES A LITTLE BLUE HERON, AN EGRET COUSIN

EGRET INVASION

A bird which had almost vanished comes north again in big flocks

There were so many egrets coming north in the last weeks of summer that it seemed like a real invasion. All across the country from Massachusetts to Iowa people found the big white birds standing decoratively in shallow ponds, walking stiff-legged across wet meadows and flocking into places where for years the presence of a single American egret was an ornithological event.

Their coming was a triumph for the bird conser-

vationists who 40 years ago were fighting a grim battle to save the country's few remaining flocks of egrets from extinction at the hands of the feather hunters (*p. 75*). Now there are thousands of egrets in the U.S. and once more they are coming north to feed after having brought up their young in the swamps of Florida and the marshlands of the Carolinas and Texas. With the first frost they will all fly right back to the South for the winter.

A FLOCK OF EGRETS HUNTS FOOD IN A FIELD NEAR LENOX. ONLY A FEW WENT MUCH FARTHER NORTH THAN THIS. VIRTUALLY NONE CROSS THE CANADIAN BORDER



KAYWOODIE

REG. U.S. PAT. OFF.

A new pipe for the man with STRONG TEETH

If you chew or bite through your pipe-bits, get a STEM-BITER Kaywoodie and stop the trouble. Designed with help from the dental profession, study of many molds of teeth, Stembiter Bit conforms to the shape of the teeth that do the biting. STEMBITER Kaywoodie is made in many shapes. beautifully hand-finished. The price is \$5 each.



Stembiter Kaywoodie. The bit fits your teeth. Smoke goes through 3 channels, instead of one. This diffuses smoke, helps to cool it.

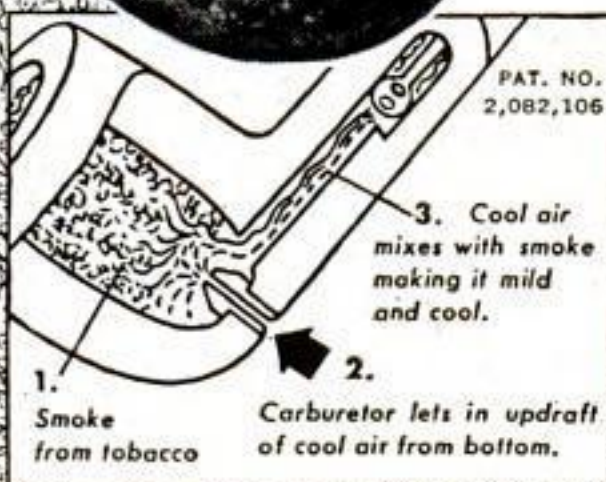
The STEMBITER

No. 808 Stembiter \$5

No. 938 Carburetor \$7.50

A new pipe for the man with a SENSITIVE TONGUE The CARBURETOR

This new pipe looks like any other Kaywoodie, BUT it has a CARBURETOR in the bottom of the bowl, which MIXES COOL AIR WITH SMOKE, making it milder and cooler. The cool air keeps the bowl dry so there's no "wet-heel". Both the "CARBURETOR" and the "Stembiter" Kaywoodies have the Kaywoodie Fitment in stem, and the Synchro-Stem. Kaywoodie Company, 630 Fifth Ave., N. Y. 20. Quality pipes since 1851. Folder on request.



1. Smoke from tobacco
2. Carburetor lets in updraft of cool air from bottom.
3. Cool air mixes with smoke making it mild and cool.



The genuine Kaywoodie Pipe has this Cloverleaf trade mark on stem. Look for it.

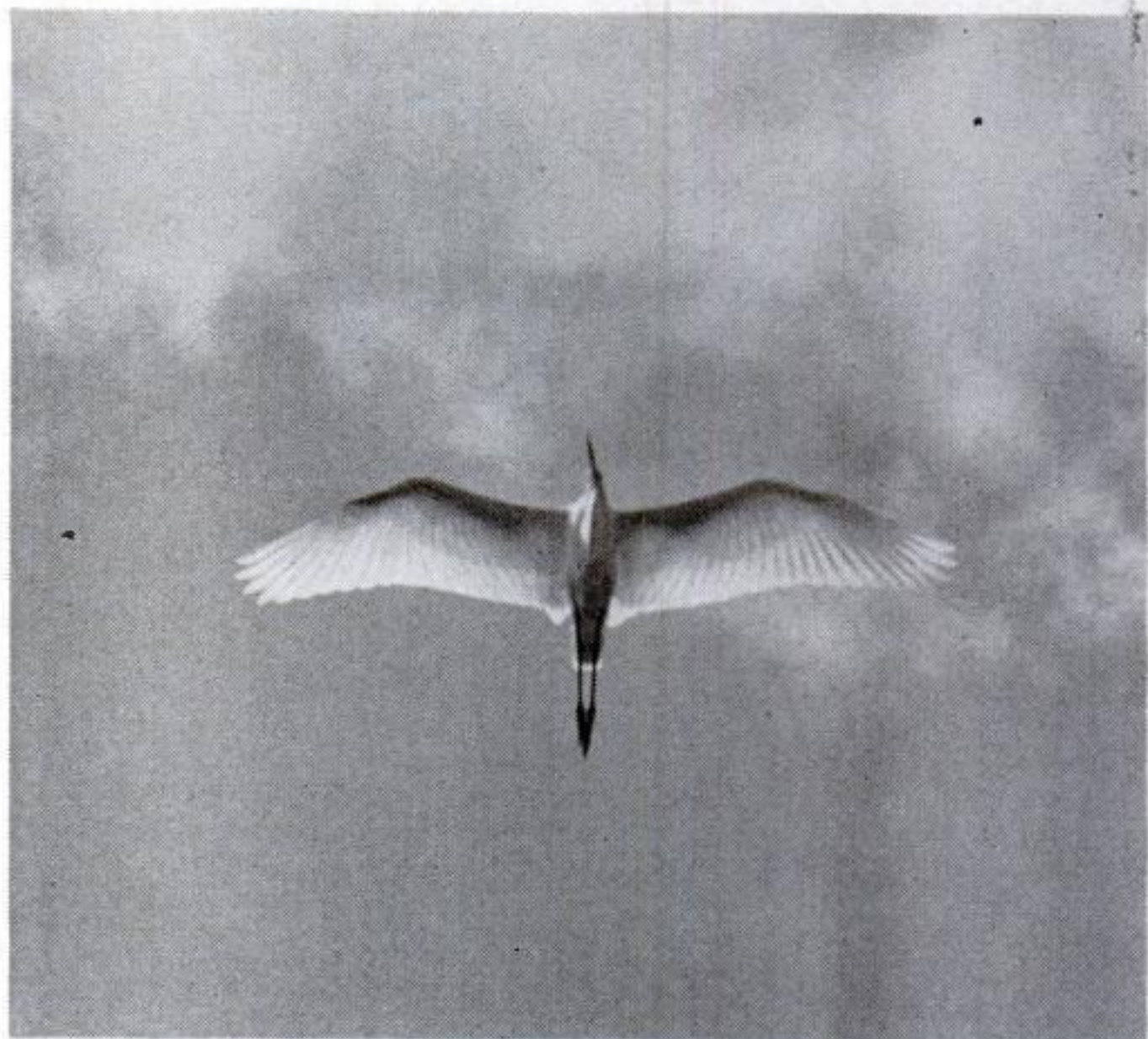
Picture shows briar bush. Bushes grow 4 to 7 ft. high. Briar burl at base of briar bush is what Kaywoodie Pipes are made of. Grain is intricately interwoven will give long service. Burls are 40 to 250 years old; are selected and seasoned by our own methods, with 97 years experience.

KAYWOODIE
BRIAR

Egret CONTINUED



FEEDING EGRETS search the field grasses of a farm in the Berkshires, unafraid of cows in foreground. Egrets feed mainly on fish, frogs and insects.



FLYING EGRET tucks in its long, curved neck and stretches both its legs straight out behind it. Some American egrets have wingspreads as large as 5 feet.



DEAD EGRET lies in a pond near Sheffield, Mass., probably shot by fisherman who objected to the egret's eating a few fish. It is now illegal to kill egrets.

CONTINUED ON PAGE 75

MOST ROLL FILM CAMERAS—including Brownie cameras—use Kodacolor Film. Just turn your exposed film over to your Kodak dealer. You'll receive your color negatives, and as many full-color prints as you wish to order.



Your camera becomes a "color camera" when you load it with a Kodak color film

You make your snapshots or movies about as usual—but suddenly you're a "color photographer." What film for your type of camera? The answer is on this page. Your Kodak dealer will answer other questions, give you helpful leaflets... Though Kodak is making more color film than ever before, the supply has not yet caught up with the growing demand...

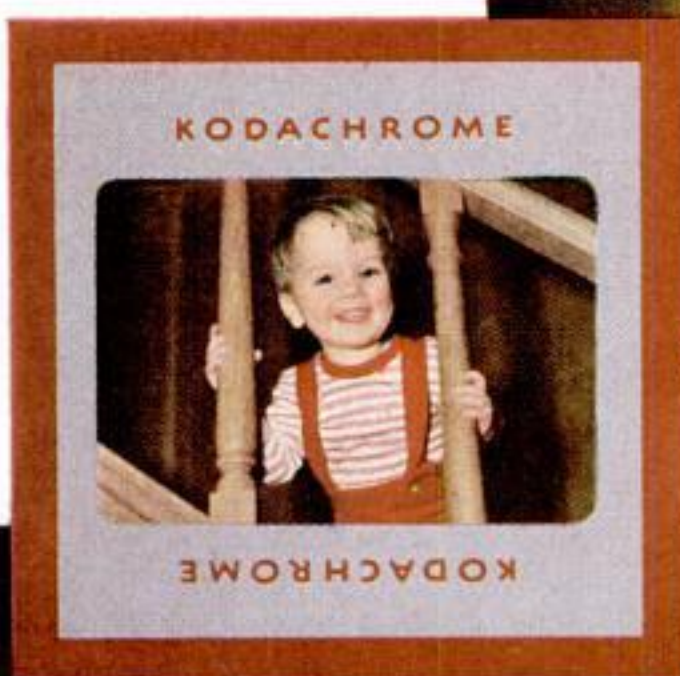
Eastman Kodak Company, Rochester 4, N. Y.

It's Kodak for Color

MOST MINIATURE CAMERAS use Kodachrome Film—give you a double reward: Kodachrome slides for projection on your screen... and Kodachrome Prints to show like any snapshots. Your slides are made without extra charge. You order your prints through your Kodak dealer.



"Kodak" is a trade-mark



HOME MOVIE CAMERAS use Kodachrome Film... and from the moment when movie makers saw their first full-color movies, there was no question in their minds about the future of color photography. This was it!



Kodak

Copyrighted material

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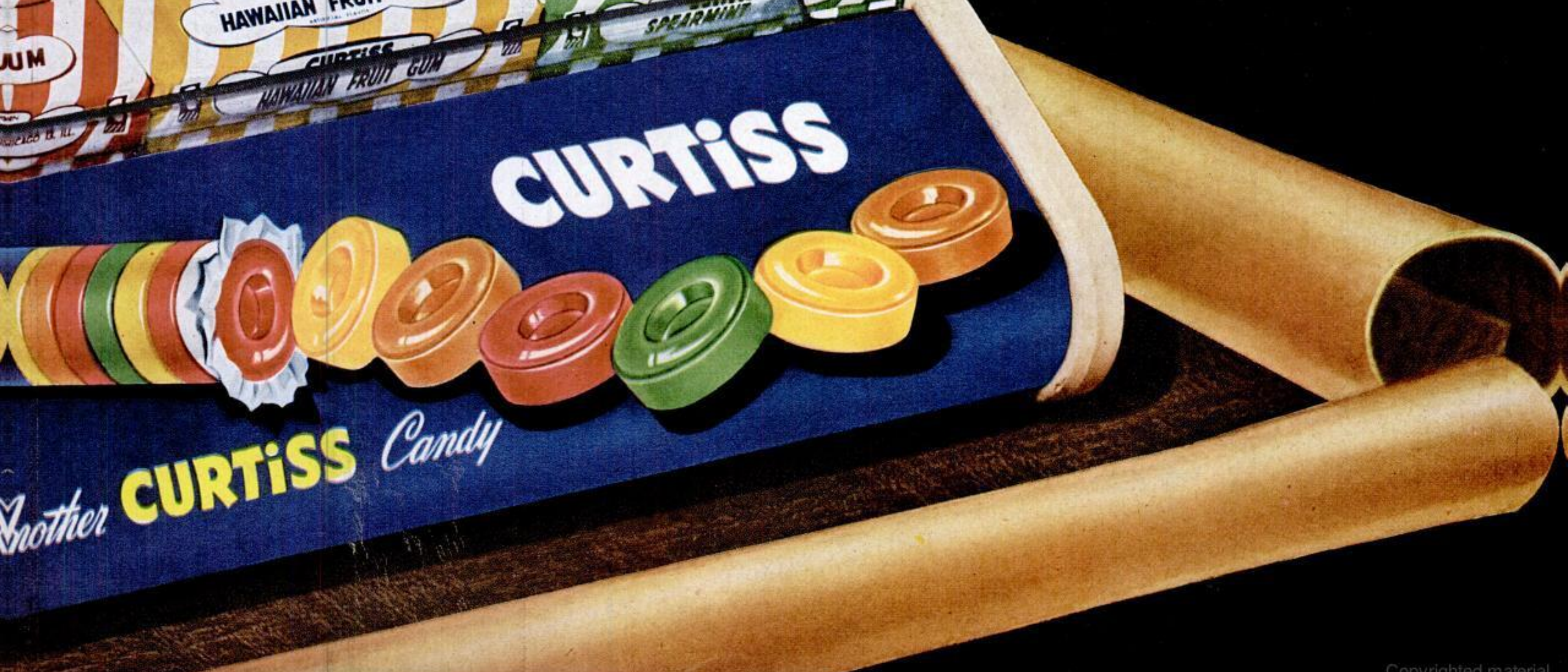


BY THE
Makers of
Baby Ruth
and
Butterfinger
Candy Bars

Cur-tiss



**GUM
MINTS
FRUIT DROPS**
ON COUNTERS EVERYWHERE





AMERICA'S MOST POWERFUL, MOST LUXURIOUS MOTOR CAR

—ONE GUESS WHAT NAME IT BEARS!

This page needs no signature.

Even the car itself dares to carry no nameplate. For there is no mistaking the identity of "America's most powerful, most luxurious motor car."

No other car built in America today offers you the performance of a precision-built, 160-horsepower engine.

No other car offers you such delightful smoothness, such roadability, and so broad

a range of luxury appointments.

This car shares its distinctive styling and engineering with no other car of lesser name. It is the proudest achievement of America's oldest builder of fine motor cars.

At home, and in the far corners of the world—for 49 years—its famous "face" has been the symbol of the very finest expression of American craftsmanship.

One guess what name it bears!



ASK THE MAN
WHO OWNS ONE



130-HP EIGHT

145-HP SUPER EIGHT

160-HP CUSTOM EIGHT



A STYLISH 1909 GIRL WEARS FEATHERS OF HALF A DOZEN DEAD EGRETS

PLUMED HATS WERE ITS UNDOING

In the early 1900s it seemed certain that the egret would join the once-abundant passenger pigeon in the roster of extinct American birds. The huge Florida flocks were being decimated by plume hunters who killed the birds for the long white back feathers which, as "aigrettes," were used in stylish women's hats and fans. The Audubon Society sent wardens to Florida to save the birds, but the hunters waged war on the wardens and killed two of them. Shifting their attack, the conservationists got laws passed forbidding hunters to kill the egrets and milliners to sell their plumes. Outlawed, the aigrette went out of style, the hunters went out of business and the egret started its comeback.



SLAUGHTER SPOT where Florida plume hunters strewed unused feathers was photographed by Audubon Society to arouse interest in saving the egret.

RESISTOL

The "Self-Conforming" hat TRADE MARK

THE "Carousel"

as worn by
DENNIS MORGAN
Starring in
Warner Bros. Production
"TWO GUYS FROM TEXAS"



THE "Richelieu"

as worn by
JACK CARSON
Starring in
Warner Bros. Production
"TWO GUYS FROM TEXAS"

The care-free casualness of the carnival... the dash and smartness of the boulevard... are combined in two of the new Resistol "Self-Conforming"* Hats for Fall. And the easy-fit of your Resistol makes it a joy to wear. There's no out-of-shape tugging... no lumpy padding... for the exclusive construction of a Resistol "Self-Conforming"* lets it fit your head *naturally*. See the "Carousel"... the "Richelieu"... and other new and distinctive Fall Resistols at leading hatters everywhere.

Ten to One Hundred Dollars.

Resistol Hats: 350 Fifth Ave., New York; Factory, Garland, Texas.

The inside leather moulds to your headshape. The hat itself remains unaltered... fits you *naturally*... and keeps its original smart style lines indefinitely.



*U. S. Pat. No. 2178495



ROBERT W. MARSHALL,
Roslindale, Mass., switched
to Calvert because it makes
better mixed drinks.



"ANDY" ANDERSON,
Dallas, Texas, switched to
Calvert because he likes a
milder drink.



RALPH T. HORGAN,
New York, N. Y., switched
to Calvert because it makes
a mellower Manhattan.



RICHARD S. REED,
Spokane, Wash., switched
to Calvert because it's so
much smoother.



HERMAN SPARBER,
University City, Mo.,
switched to Calvert for bet-
ter mixed drinks.



WALTER F. DOUGLAS,
Centerdale, R. I., switched
to Calvert because Calvert
suits his moderate taste.



EMMETT R. KILCOYNE,
New Orleans, La., switch-
ed to Calvert because it's
smoother, better tasting.

Looks like everybody's Switching



WILLIAM ELOGY,
Denver, Colo., switched to
Calvert because his friends
all preferred its flavor.



GENE C. COX,
Mt. Vernon, Ill., switched
to Calvert because he can
trust Calvert's top quality.



ALBERT FARBER,
Oakland, Calif., switched
to Calvert because it's bet-
ter blended.



ROBERT P. MURPHY,
Detroit, Mich., switched to
Calvert because its quality
has never changed.



AL ABELL,
Baltimore, Md., switched
to Calvert because Calvert
always tastes better.



ALBERT F. GALLANT,
Jamaica Plain, Mass., has
switched to Calvert be-
cause it's always smoother.



BEN CHUSTZ,
Baton Rouge, La., switch-
ed to Calvert years ago,
will never switch again.



EMERY S. GREEN,
Cleveland, Ohio, switched to
Calvert because it makes
a smoother highball.



ARMAND M. FALLON,
Cranston, R. I., switched to
Calvert because it's milder
in cocktails or "neat."



JAMES V. MARASCUILO,
St. Paul, Minn., switched
to Calvert because it *really*
does taste better.



JOHNNIE BROCK,
St. Louis, Mo., switched to
Calvert because it makes
a finer "dry" Manhattan.



CARLTON KINKEL,
Milwaukee, Wisc., switch-
ed to Calvert because Cal-
vert adds *quality* to a drink.



STANLEY J. SMITH,
Reno, Nev., switched to
Calvert because it *actu-
ally* is a smoother blend.



RUBIN BUIEKANT,
Ridgefield, N. J., switched
to Calvert because it makes
a finer Old Fashioned.



EDGAR C. BROWN,
Detroit, Mich., switched to
Calvert because it's always
the best whiskey buy.



JOHN F. GRAHAM,
Montclair, N. J., switched
to Calvert after comparing
it with costlier brands.



WILLIAM C. KELLY,
Baltimore, Md., switched
to Calvert because he likes
his whiskey light.



HUGH D. COLEMAN,
San Diego, Calif., switched
to Calvert because his
guests prefer it, too.



JOHN F. ASZKLER,
Lackawanna, N. Y.,
switched to Calvert be-
cause it tastes better.



EDWARD ELNISKY,
Wilson, Conn., switched to
Calvert because there's a
value bonus in every bottle.



JOHN SCANLON,
Detroit, Mich., switched to
Calvert because it always
pleases his guests.



ANTHONY M. VIGNALO,
St. Paul, Minn., switched
to Calvert because it's a
mellow blend.



LARRY VINCENT,
Covington, Ky., switched
to Calvert because it really
does taste better.



WILLIAM A. RUBEN,
Philadelphia, Penna.,
switched to Calvert be-
cause it tastes better.



WILLIAM J. TEHOY,
Chicago, Ill., switched to
Calvert knowing he can
count on Calvert quality.



J. V. MARTIN,
Orlando, Fla., switched to
Calvert when his friends
recommended it.



TIMOTHY P. SEXTON,
Indianapolis, Ind., switch-
ed to Calvert because no
other blend can match it.



AL T. HAMMEL,
Champaign, Ill., switched
to Calvert because its taste
is uniformly mellow.



WALTER C. GREBE,
St. Louis, Mo., switched to
Calvert because no other
equals it for flavor.



ROBERT ROBSON,
Dallas, Texas, switched to
Calvert because it's today's
best whiskey value.



DONALD B. SINAIKO,
Madison, Wisc., switched
to Calvert because it really
is a mellow blend.



JOE MAY,
New York, N. Y. did not
switch—like thousands, he's
bought Calvert for years!



JOHN MARTIN,
Hartford, Conn., switched
to Calvert to please his
friends—and himself.



KEMP READ,
New Bedford, Mass.,
switched to Calvert be-
cause it's mellow.



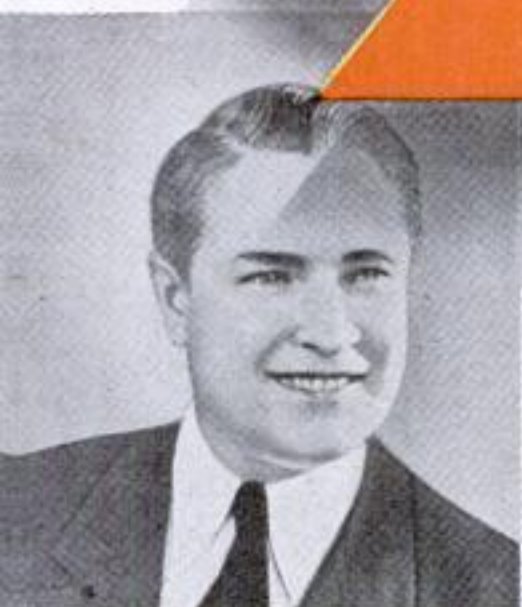
JOHN H. WRIGHT,
Ft. Worth, Texas, switched
to Calvert because it makes
a lighter highball.



CHARLES JAMES,
Drexel Hill, Penna., switch-
ed to Calvert because it
makes a milder cocktail.



OWEN MARRON,
Jersey City, N. J., switched
to Calvert because it's a
better tasting drink.



RUSSELL WILLIS,
Nashville, Tenn., switched
to Calvert because he pre-
fers its richer flavor.



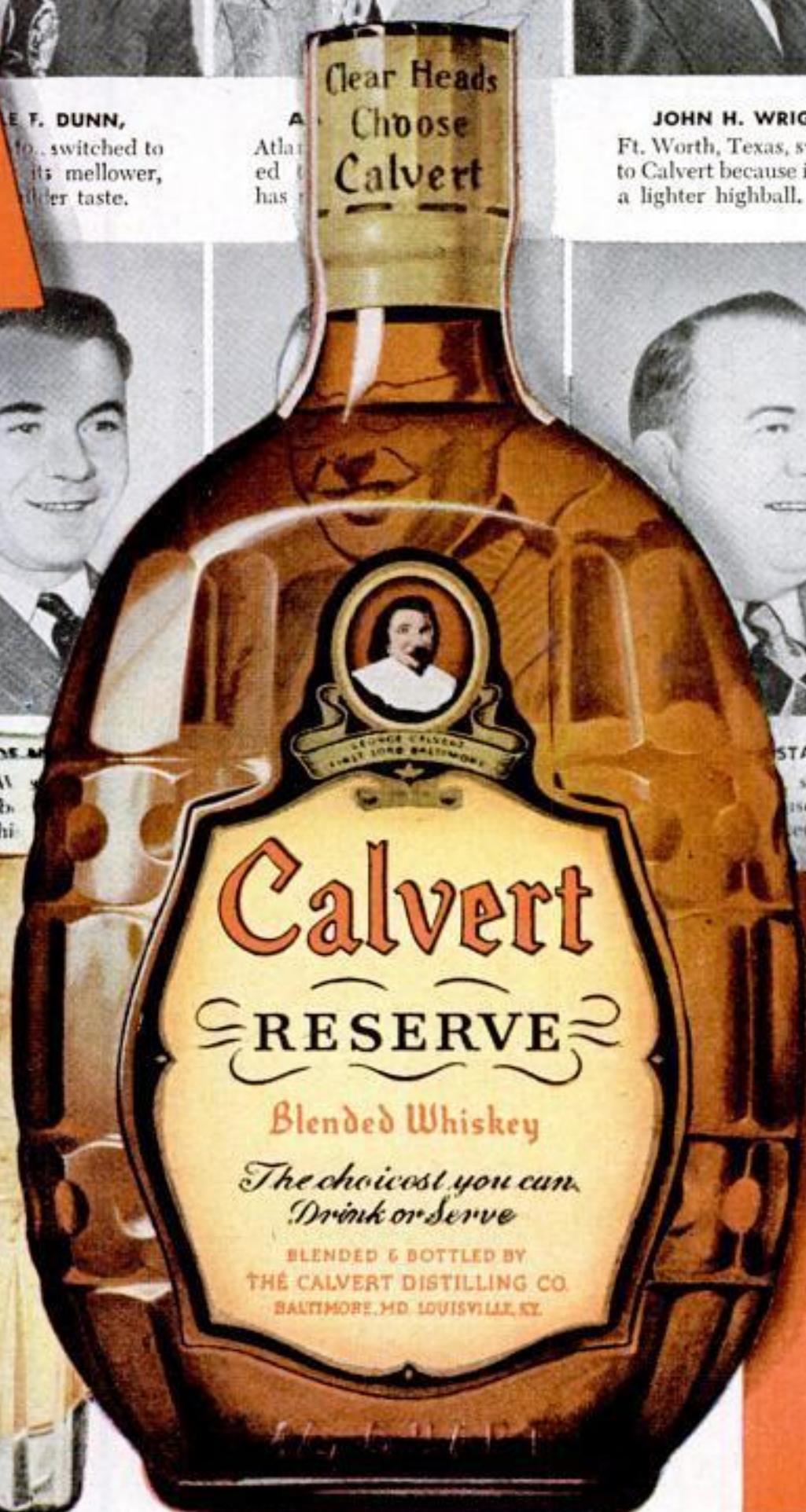
V. F. BROW,
Denver, Colo., sw
ed to Calvert because
its clean, fresh ta



EDWARD MANN,
W. Los Angeles, Calif.,
switched to Calvert be-
cause it's always uniform.



WILLIAM E. EMPT
Miami Beach, Fla.,
ed to Calvert bec
the smoothest blend

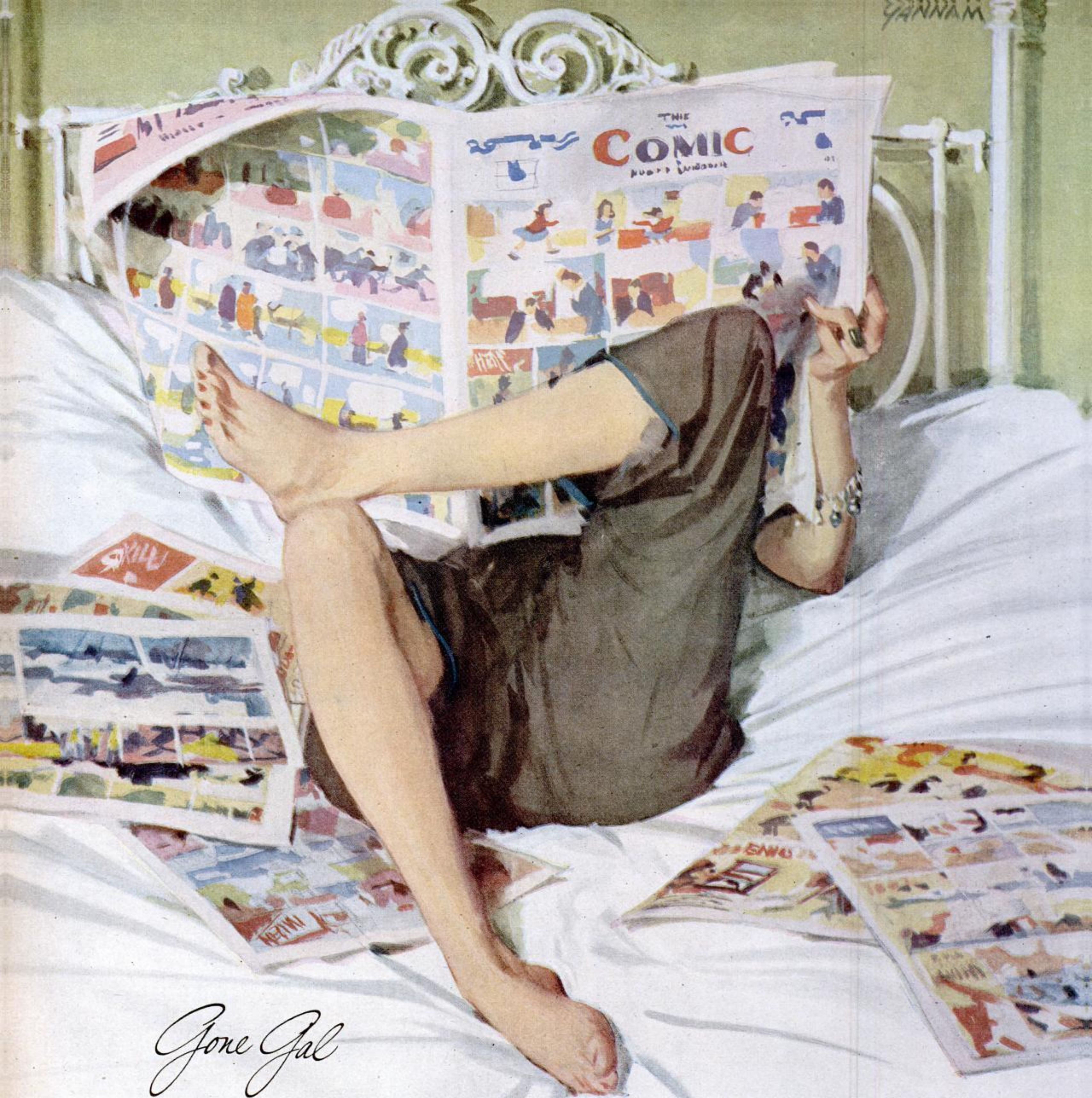


Clear Heads Choose Calvert Reserve

Because it's

SMOOTHER... MELLOWER... TASTES BETTER

Choice Blended Whiskey—86.8 Proof—65% Grain
Neutral Spirits... Calvert Distillers Corp., N. Y. C.



Jones Gal

Here's a chick who's away out of this world—and she's taken the family funnies with her! And while Sis bangs on the door and Mom scolds and Pop fumes, she lies serene . . . enraptured by the smoothness of Dick Daredevil and of those soothing Pacific Sheets.

She's prepared to hold the fort for a long time, too, because Pacific Sheets are famous for their durability. These sheets are made the *balanced* way: whiteness, smoothness and softness blending per-

fectly with strength and firmness. It is this balance of service and comfort qualities that makes Pacific Balanced Sheets ideal for every bed in your home, from guest room to nursery.

Choose the type best suited to your needs—Truth Muslin, Extra-Strength Muslin and Combed Percale. Priced to suit the average purse. Pacific Balanced Sheets are sold at good stores everywhere. Look for them when you shop. Ask for them by name.

PACIFIC COMBED PERCALE • PACIFIC EXTRA-STRENGTH MUSLIN • PACIFIC TRUTH MUSLIN

Free booklet: "The Story of Pacific Balanced Sheets". Drop a card to
Pacific Mills, Dept. K8, 214 Church Street, New York 13

BALANCED
PACIFIC
SHEETS

Look for the Pacific label also on Pacific Supersorb Towels, Pacific Silver Cloth, and on men's, women's and children's wear of cotton and rayon

SOUTHERN METHODIST



WEARING SHORTS WHICH LEAVE NO DOUBT AS TO WHAT TEAM THEY BELONG TO, MEMBERS OF THE VARSITY GO INTO HUDDLE UNDER BROILING TEXAS SUN

IT HAS HALFBACK DOAK WALKER AND GREAT EXPECTATIONS

Down in Texas where, as every schoolboy knows, football players throw touchdown passes from Fort Worth to Waxahachie and think nothing at all of kicking field goals from Texarkana to El Paso, the Dallas fans this year are whooping it up for Southern Methodist University as just about the slickest football team in the country. Sometimes, in preseason practice, the Mustangs dressed more like a basketball team (*above*), but that was not entirely misleading. Texas football is only one step removed from basketball. In fact, the whole razzle-dazzle concept of the modern wide-open

game was born when Texans popularized the notion that in 90° heat it is less wearying to pass a football than to run with it.

Not all of the drum-beating that is coming out of Dallas can be written off simply as Texas hot air. Any team that has Doak Walker (*cover*) has to be taken quite seriously. An all-American halfback last year in his sophomore season, Walker is so good that even Texans find it difficult to exaggerate his remarkable talents as a signal-caller, passer, runner, blocker and kicker in S.M.U.'s versatile single wing formation. Unquestionably S.M.U. possesses the raw material

for a football powerhouse: the Mustangs were good enough last year to go undefeated and win the Southwest Conference championship, and almost every player of importance is back for another season. However if Southern Methodist backers are well-versed in the zany folkways of Southwest football, where anything can happen and usually does, they will keep their fingers crossed from now until the end of November. The pass-crazy nature of the Southwest Conference is such that the very worst team in the league is likely to play over its head on any Saturday and beat the pants off the very best.



IN DUMMY SCRIMMAGE ALL-AMERICAN DOAK WALKER FAKES TO FULLBACK DICK McKISSACK AND PREPARES TO GO CHARGING THROUGH CENTER OF THE LINE

TEXAS FOOTBALL IS SULTRY WORK

When practicing in Texas heat S.M.U. players wear no more than necessary. For morning workouts, when they go through plays without actually blocking and tackling, they strip to gym shorts (*above*). The shoulder pads and helmets come out only for the two hours of slam-bang

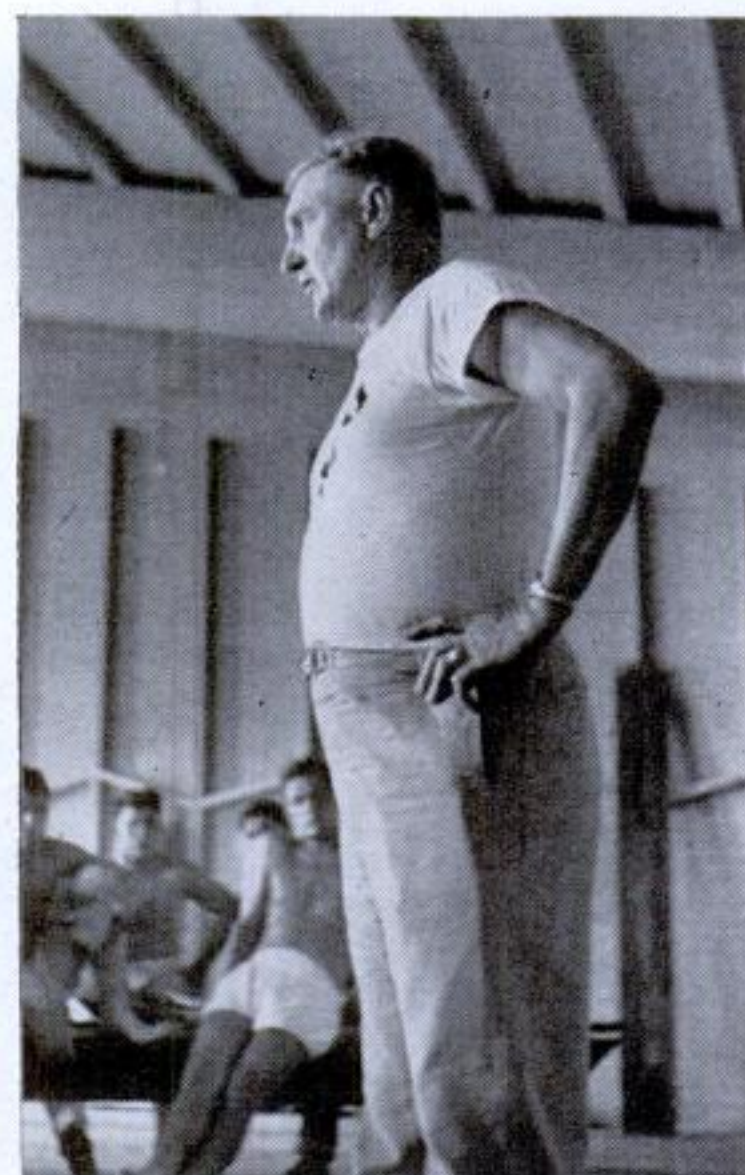
scrimmage in the afternoon, when the water bucket is a necessary oasis for sweat-soaked athletes (*opposite*). Because Coach Matty Bell does not believe in them, S.M.U. players have no truck with newfangled gadgets like tackling dummies. They get into shape by playing football.



A HOT BATH in aluminum tank relaxes muscles for Co-Captain "Brownie" Lewis.



SKULL PRACTICE is conducted by "Rusty" Russell, Matty Bell's chief assistant. The staff's No. 1 tactician, Russell devises most of S.M.U.'s new plays.



MATTY BELL, lecturing team after practice, has been S.M.U. head coach 10 years.



DOAK WALKER sips a drink of water during a rest period while 6-year-old Thomas Timothy Tribble Jr., the official Southern Methodist football mascot,

looks on meditatively. "Timmy," the son of an ex-GI attending S.M.U., lives with his parents and baby sister in a trailer in campus village called Trailerville.

CONTINUED ON NEXT PAGE



TAILBACK DOAK WALKER RECEIVES THE BALL FROM CENTER AS VARSITY STARTS A BASIC SINGLE WING FORMATION LINE PLAY AGAINST THE SCRUB TEAM



AS END AND BLOCKING BACK MAKE KEY BLOCK OF THE PLAY BY TAKING OUT THE DEFENSIVE TACKLE (NO. 87), WALKER (REAR) STARTS RUNNING TOWARD LINE



THE BLOCKERS HAVING DONE THEIR WORK WELL, A HOLE IS OPENED IN THE DEFENSIVE LINE AND WALKER PREPARES TO RUN THROUGH FOR A GAIN



WALKER CUTS SWIFTLY PAST SCRIMMAGE LINE AS HIS FULLBACK CARRIES OUT ANOTHER BLOCKING CHORE, CHECKING NO. 77, A DEFENSIVE LINE BACKER

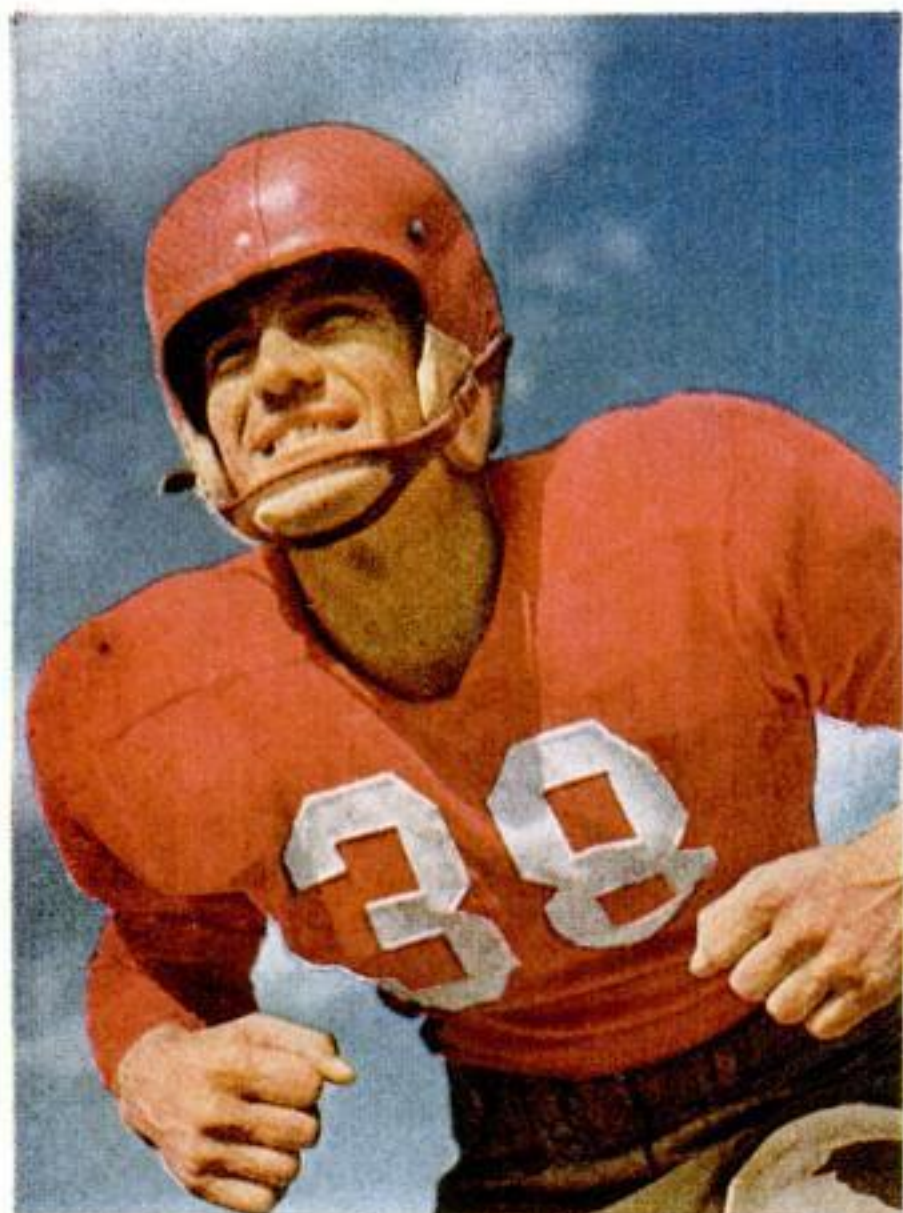


WALKER RUNS INTO TROUBLE IN THE PERSON OF THE DEFENSIVE LEFT HALFBACK (NO. 88) WHO SHOULD BE ABLE TO STOP HIM WITHOUT FURTHER GAIN



BUT WALKER, WHO IS A VERY TRICKY RUNNER, PIVOTS, TURNS OUT OF THE GRASP OF THE WOULD-BE TACKLER AND RUNS ON FOR AN ADDITIONAL GAIN

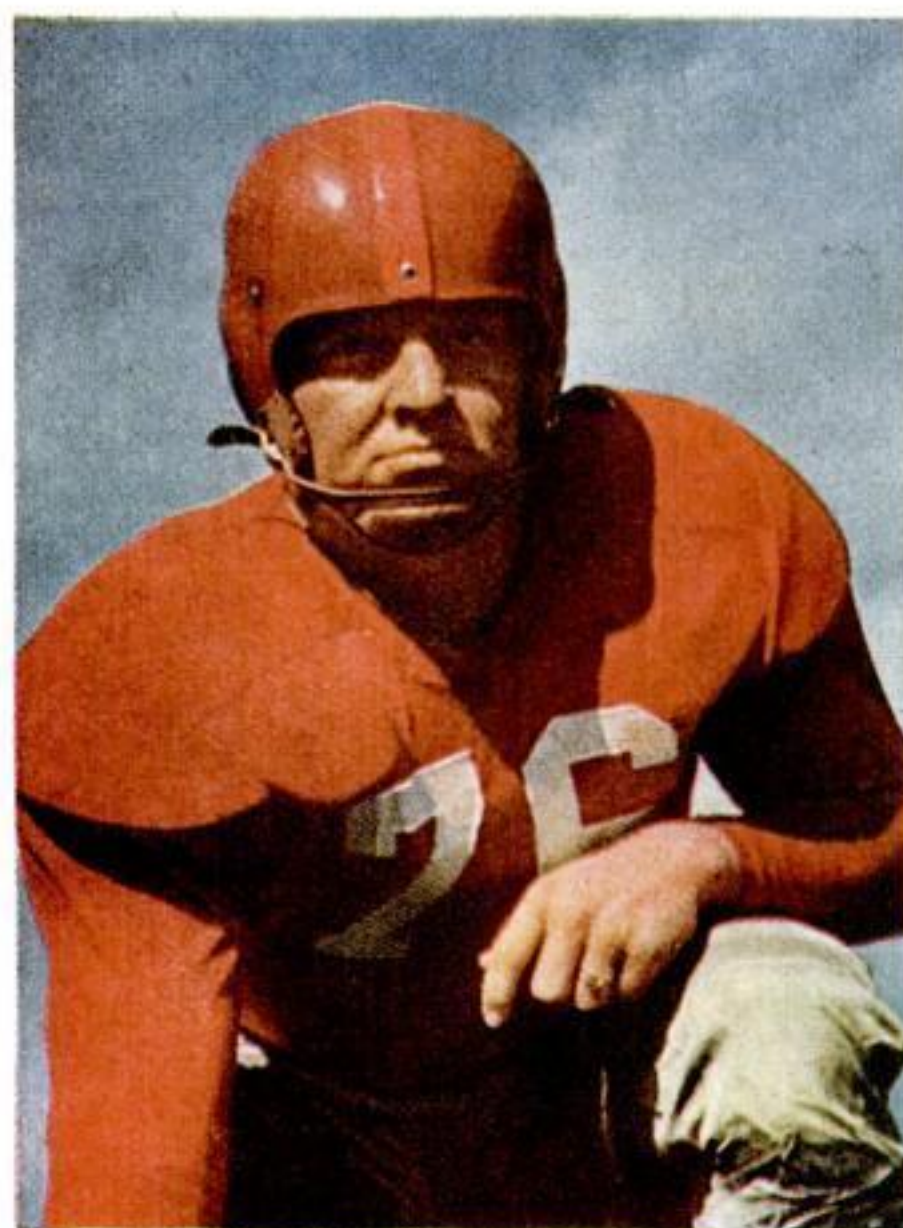
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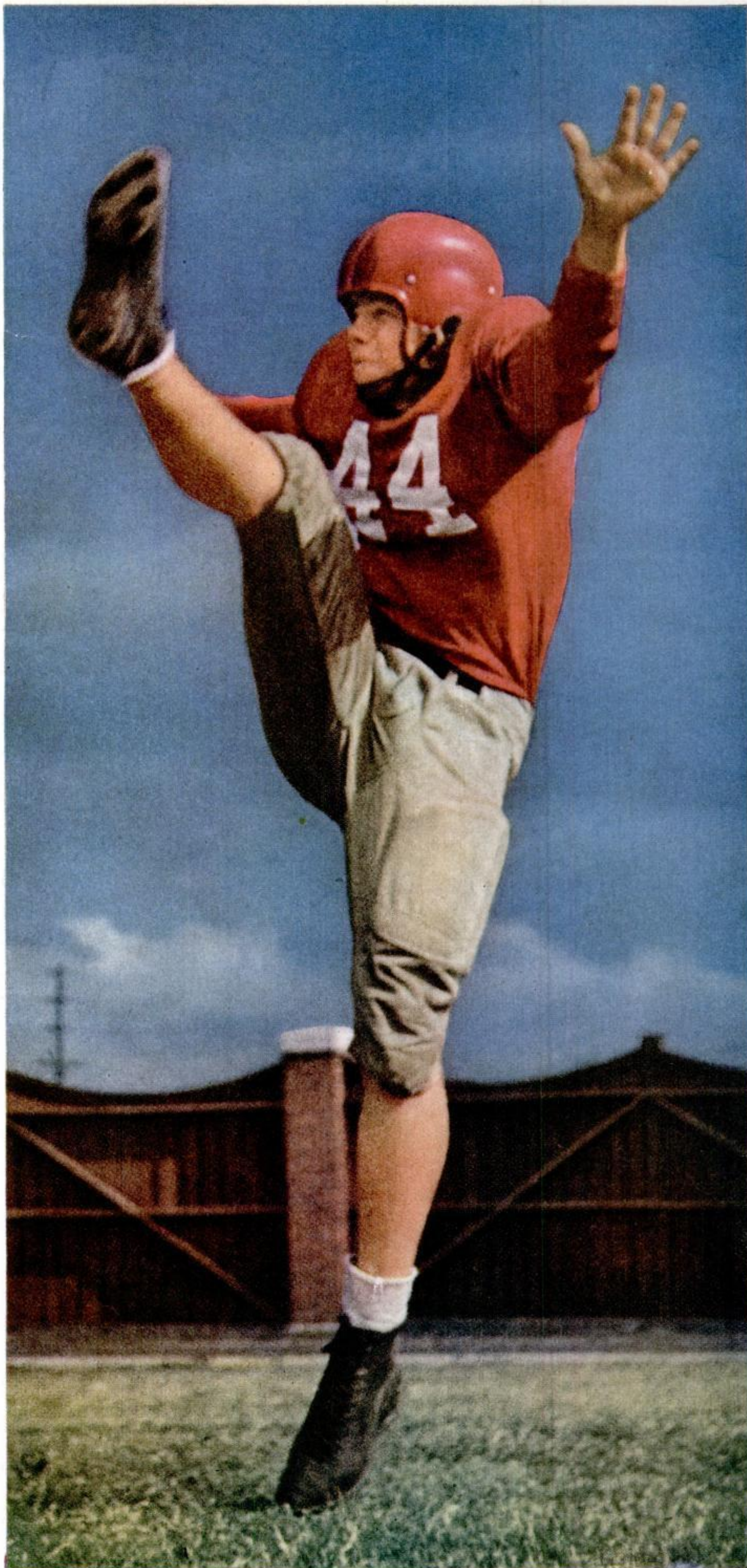
FULLBACK Dick McKissack, a 22-year-old, 195-pound junior, is playing third year on the varsity.



CO-CAPTAIN Floyd Lewis received mention for all-America honors in 1947. A guard, he weighs 190.

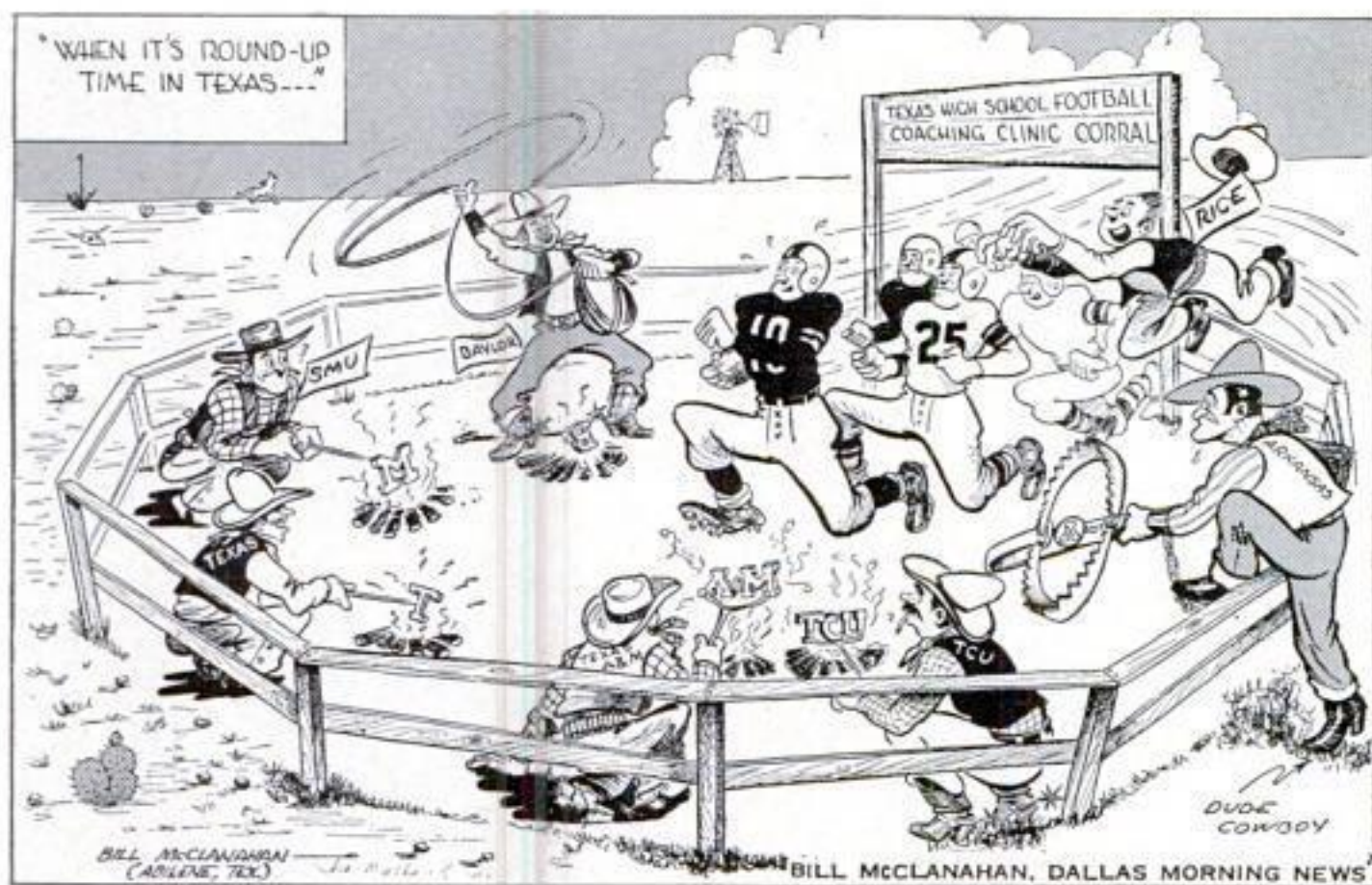


CO-CAPTAIN Joe Ethridge, only 20, is a senior and weighs 200 pounds. He is a defensive star at tackle.



BRIGHTEST PROSPECT Kyle Rote, 19-year-old sophomore, led the S.M.U. freshman team to an

undefeated season in 1947. He can play all the back-field positions, is a fine kicker, passer and runner.



CARTOONIST POKES FUN AT BIG GRAB FOR TEXAS PREP FOOTBALL STARS

THE MUSTANG CLUB CORRALS PROSPECTS

Considering Southern Methodist University's modest enrollment (7,000 students as compared to 17,000 at the University of Texas), its depth in good football material is remarkable. Should Doak Walker be injured, the ramrod of the backfield will be Kyle Rote (*opposite*), a triple-threat "sleeper" who, some fans insist, is going to be even better than Walker. Players like Walker and Rote rarely matriculate anywhere by accident, so out of necessity S.M.U. has a high-powered organization to corral talent. That group, composed of alumni and other Dallas supporters, is called the Mustang Club. Until it was organized S.M.U.'s rather high tuition (about \$383 a year) placed the Dallas school at a disadvantage in competition with state-supported institutions like the University of Texas. Now the 1,000 Mustangs kick in from \$25,000 to \$30,000 a year for S.M.U. athletic scholarships—a procedure well within the ethical limits of the National Collegiate Athletic Association's so-called "sanity code."

How the Mustangs operate is illustrated by the case of Henry Stollenwerck, an 183-pound fullback for Waxahachie High School. Last month at the annual Texas High School Football Coaches' Association get-together, to which Southwest Conference coaches take their branding irons (*above*), Stollenwerck met S.M.U.'s Matty Bell (*below, left*). But as late as Sept. 1 he had not decided between S.M.U. and Texas. So the Mustangs' ace trouble shooter, Automobile Dealer A. P. Van Winkle, went into action. He spent a whole week on the Stollenwerck doorstep "just so nobody else could have a date with him." Then Van Winkle went back to Dallas and threw a big steak party at his home. The guest of honor: Stollenwerck. Two days later Henry moved into the S.M.U. football dormitory.



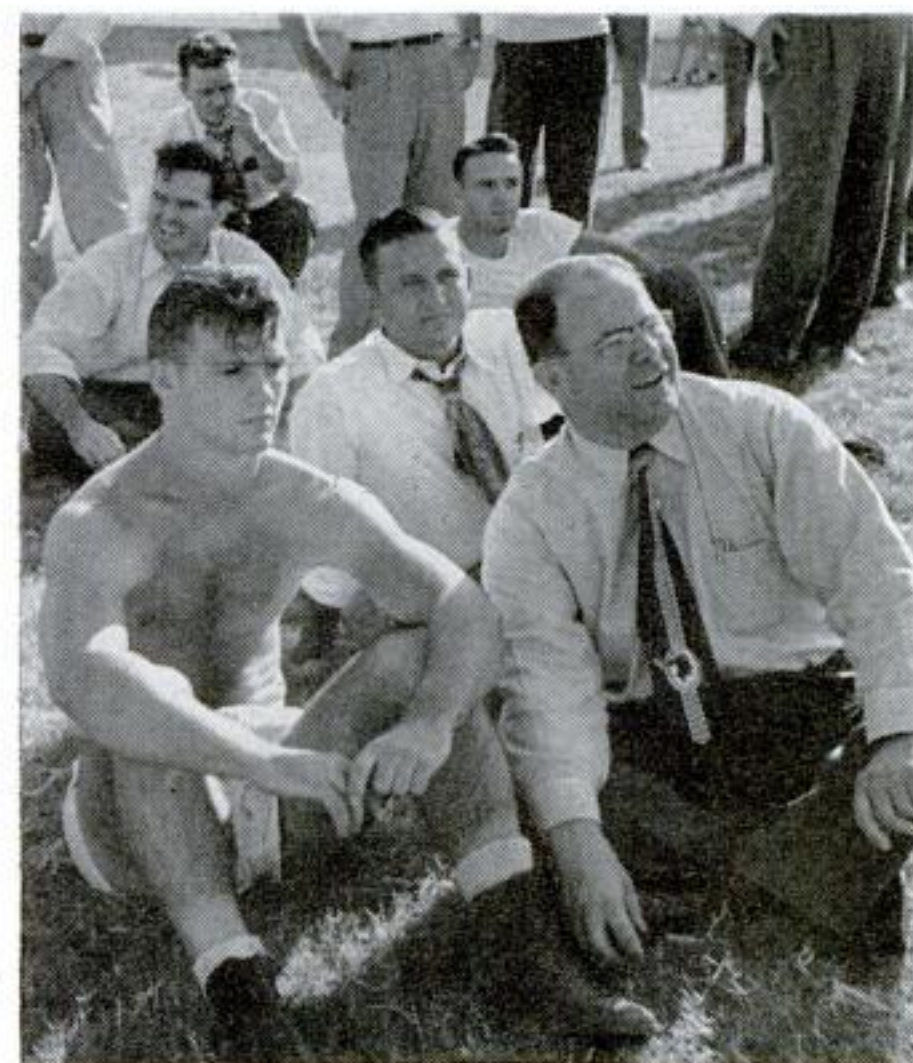
MUSTANG CLUB MEMBERS watch practice. From front are: John Canavan, Frank Moon, Harlan Ray and H. H. Spragins, who missed one game in 22 years.



AT A FOOTBALL CLINIC Stollenwerck is subtly wooed by Coach Matty Bell, who explains his system.



HE ARRIVES AT S.M.U. and meets Doak Walker while a teammate looks on in Li'l Abnerish attire.



HE WATCHES PRACTICE with Booster "Rip" Van Winkle, who sewed Stollenwerck up for S.M.U.

TEAM LIVES IN NEW \$298,000 DORMITORY



BEDROOM BULL SESSION occupies Freshmen Ben White (in bed), Gordon Headlee and "Sonny" Payne in dormitory where both varsity and freshmen live.



PLAYERS' PRIVATE DORMITORY, which cost \$298,000, has quarters for 80 men. Football profits this season are expected to pay off the debt of \$80,000.



DOMINOES, favorite off-hours pastime of S.M.U. footballers, makes a big hit with Paul Turk (facing camera), a freshman tackle prospect from New York City.

TALKING TO HIS GIRL, John Cheney settles down in the phone booth for a long period of obviously pleasant relaxation after a hard day on the practice field.

S.M.U.'S STARTING BACKS—McKISSACK,
ROTE, WALKER, PAGE—WATCH THE SCRUBS
WHO WOULD LIKE TO TAKE THEIR PLACES





The photograph of these shoes is unretouched

Compare! Which is the \$47 shoe?

Four men in five think Regal's **\$8.95** reproduction is the \$47 original hand-made by Lobb of London...do you?

We showed these two shoes to men on Chestnut Street in Philadelphia.

"Which shoe was hand-made for \$47 by John Lobb, bootmaker to British nobility," we asked, "and which was reproduced by American craftsmen on modern shoemaking machinery?" We explained further that the Regal shoe sells for only \$8.95 a pair.

Four men in five guessed wrong!

Surprising as this may seem, there are reasons. In the shoe you can buy for just \$8.95, Regal uses the same costly Scotch

grain, imported from Martin of Glasgow. With Regal craftsmen, this ability to capture the essence of custom styling and painstaking handwork is traditional. It makes every Regal style—whether designed for dress, business or sport, whether made from imported Scotch grain, genuine shell cordovan or other luxury leathers—mean more and cost less to you.

Another Regal exclusive—patented and favored for decades—is our fitting system which sends you away with a smile on your feet.

REGAL SHOES

All styles—\$8.95 Slightly higher on the West Coast.

Conditions may force us to alter this low price without notice.

P.S. The shoe on the RIGHT is the \$47 shoe. The other is Regal's \$8.95 reproduction.

ADV. BY N. W. AYER

Sold only in company-owned retail stores and departments in principal cities from Coast to Coast. Atlanta; Baltimore (2); Beverly Hills; Birmingham; Boston (3); Brooklyn (9); Buffalo; Chicago (2); Cincinnati; Cleveland; Columbus; Dallas; Detroit (6); Evanston; Hartford; Hollywood; Houston; Jersey City; Kansas City; Los Angeles (2); Lowell, Mass.; Milwaukee; New York (24 stores in Greater New York); Norfolk; Oakland; Paterson, N.J.; Philadelphia (5); Pittsburgh (2); Portland, Ore.; Providence; Richmond; Rochester; St. Louis; San Francisco (3); Seattle (2); Springfield, Mass.; Syracuse; Tacoma; Utica; Washington, D.C. (2); Worcester.

To the thousands of men who aren't handy to a Regal store—you can now buy Regal shoes by mail, direct from the factory. For catalog, write Regal Mail Order Division, Whitman, Mass.

BIG TO FANCY GROSSES

Sound Ingredients Shaped For Pay-Off

Sock \$80,000

Top take is Michigan, with "On An Island With You", with fancy session.

SURE-FIRE

"Island" Nifty \$30,000

Lush 55G

standout

Trim \$26,000

Nifty

Classily put together in all departments, Metro's "On an Island With You" is shaped to the mass taste and seems definitely fated for top takes.



IN "ON AN ISLAND WITH YOU" ESTHER WILLIAMS APPEARS IN HER FAVORITE COSTUME, IS OGLED BY JIMMY DURANTE AND OTHER BRASS

'Island' Loud \$96,000

nifty \$55,000 in three situations

'Island' Lush \$19,500

"On Island With You" naturally holds over

Brisk \$14,000

It adds up to informal, easy-to-take entertainment that will have about the same trouble paying off at the turnstiles as does Esther Williams in navigating across the pool. Which is to say that "On an Island With You" has the popular ingredients of a sure-fire success.

Restoration of air-conditioning helped teeoff.

"SOLID B.O."

Movie receipts show fans prefer same old girls and plots

The cryptic phrase above means "solid box office" and that in turn, in the unlovely but expressive language of the show magazine *Variety*, means something that is sure to make money.

Money is what makes the Hollywood wheels go round, and the movies are making less of it than they have in years. Costs are sky-high and this year profits will probably be down 25% from 1947, which in turn was 20% under the record \$202 million of 1946. Financial retrenchment has already taken place (*LIFE*, Feb. 23); budgets have been slashed; one studio even briefly closed its doors. But in time of adversity the producers have a stronger card to fall back on: the girl movie. It was the leggy, good-looking girls who brought home the mink and the swimming pools in the first place. Today they pay the studio overhead. Making picture after picture

with the same girls and standard plots is known in Hollywood, with good reason, as "giving the public what it wants."

The box office, as the trade-paper headlines indicate (*above*), obviously throbs to Esther Williams. Esther, now parading through *On An Island With You*, is one of the stars who can appear in a bad picture and make no pretense of acting but still make people line up out in the street in New York heat waves or Minneapolis blizzards just to see them. Her current movie is a standard M-G-M assembly-line musical with some songs and a few laughs, a meaningless South Sea island plot and a good deal of Esther in her bathing suit.

Cut to the same measure are the typical bread-and-butter pictures of two other studios shown on the next page. In Columbia's *The Loves of Carmen*

Rita Hayworth plays the sex-mad gypsy girl in a picture that has been ballyhooed by the distribution of thousands of Carmen roses, the introduction of an Arthur Murray dance called the Carmen Flamenco and a psychoanalysis of Carmen by a Manhattan mind doctor. Betty Grable smiles and sings and dances in the last picture of the late Ernst Lubitsch, *That Lady in Ermine* (20th Century-Fox). Both Rita and Betty are a little out of their depth in these roles, but they are content to play their friendly, wholesome selves, and the box office is putting its seal of approval on their efforts.

But the formula has to be handled with some care. Dorothy Lamour is currently appearing in a period piece (p. 92) which forces her to cover her principal assets with early 1900 skirts and express violent emotions. The picture is a box-office flop.

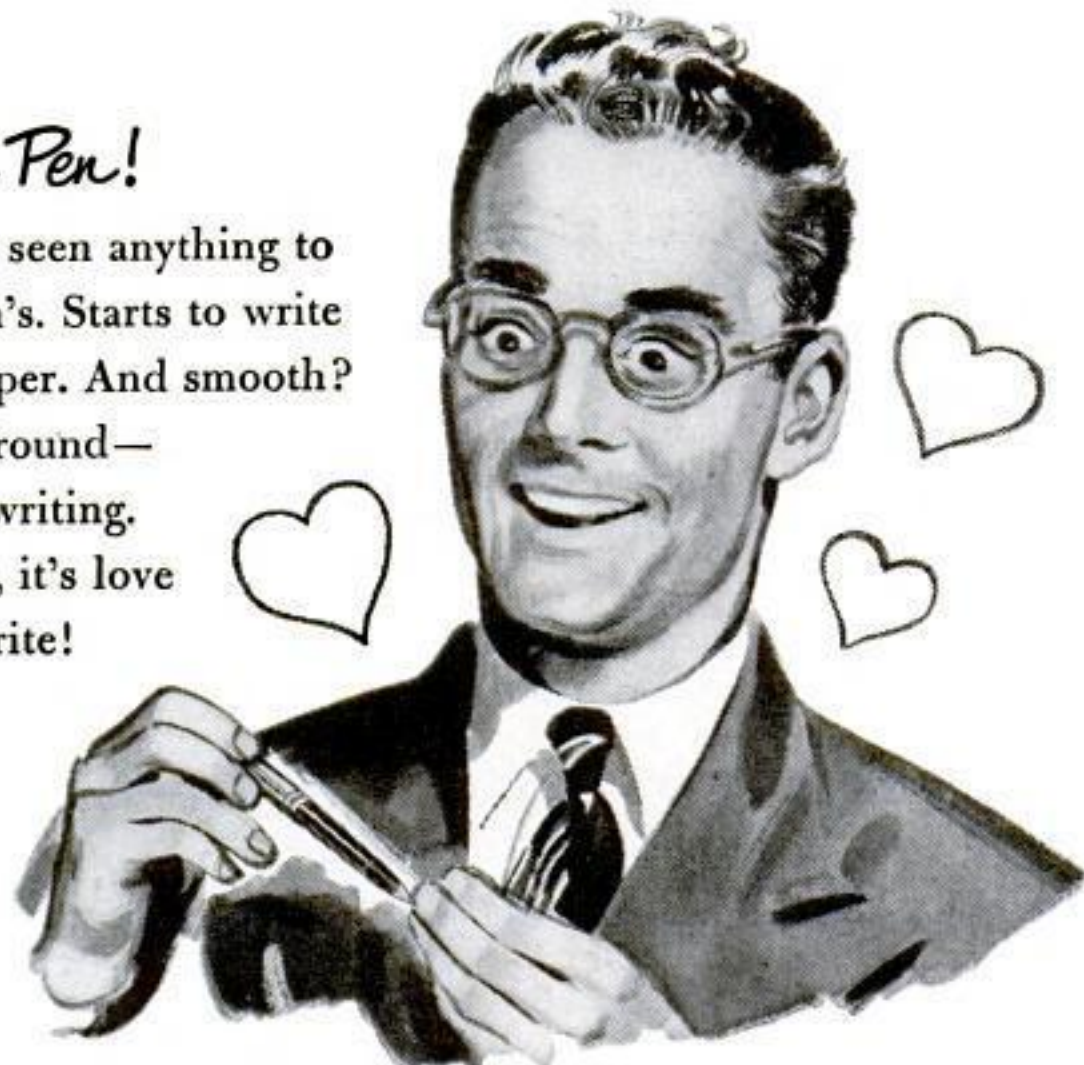
Choose the pen that pleases Everyone...

Boy, what a Pen!

You've never seen anything to equal a Waterman's. Starts to write the instant it touches paper. And smooth?

Every point is hand-ground—tailored to your way of writing.

With Waterman's, it's love at first write!



Ooh, what a Gift!

For its good looks alone, you'll be proud to get—or give—a Waterman's.

With the prestige of the Waterman's name, the quality it stands for, you've got a gift that's tops with everyone.



...and gives the greatest value!

For Example!—Guess the price of Waterman's Crusader—with its sleek Taperite styling—Lock-

Slip Lumalloy cap—choice of personalized points. \$10? \$8.75?

It's yours for only **\$5**



Another Great Value—Waterman's Ink!

It's all ink—nothing added, no dilution, no harmful solvents! Blue Black or Jet Black for permanency... Washable Blue for school. In the Tip-Fill Bottle, 15¢.

L. E. Waterman Co., 344 Hudson St., N.Y. 13, N.Y.

NO OTHER PEN WRITES LIKE A

Waterman's

UNION MADE

MOVIES CONTINUED

"HEAVY IN THE BLACK"



RITA HAYWORTH as Carmen and **Glenn Ford** as Don Jose square off for a fight to the death in Columbia's *The Loves of Carmen*. This lavish and uninteresting Technicolor production cost \$3 million and everything in it is guaranteed

"'ERMINÉ' STYLISH"



BETTY GRABLE smiles sweetly in Douglas Fairbanks' arms in *That Lady in Ermine* (20th Century-Fox), a ponderously fanciful movie in which she plays a 16th Century noblewoman who steps out of her portrait into modern times.



passionate and Spanish. Rita romps through it as if it were a sorority initiation at Beverly Hills High School. *Variety* happily reports that its opening engagement at a Broadway theater is "heavy in the black"—making good money.

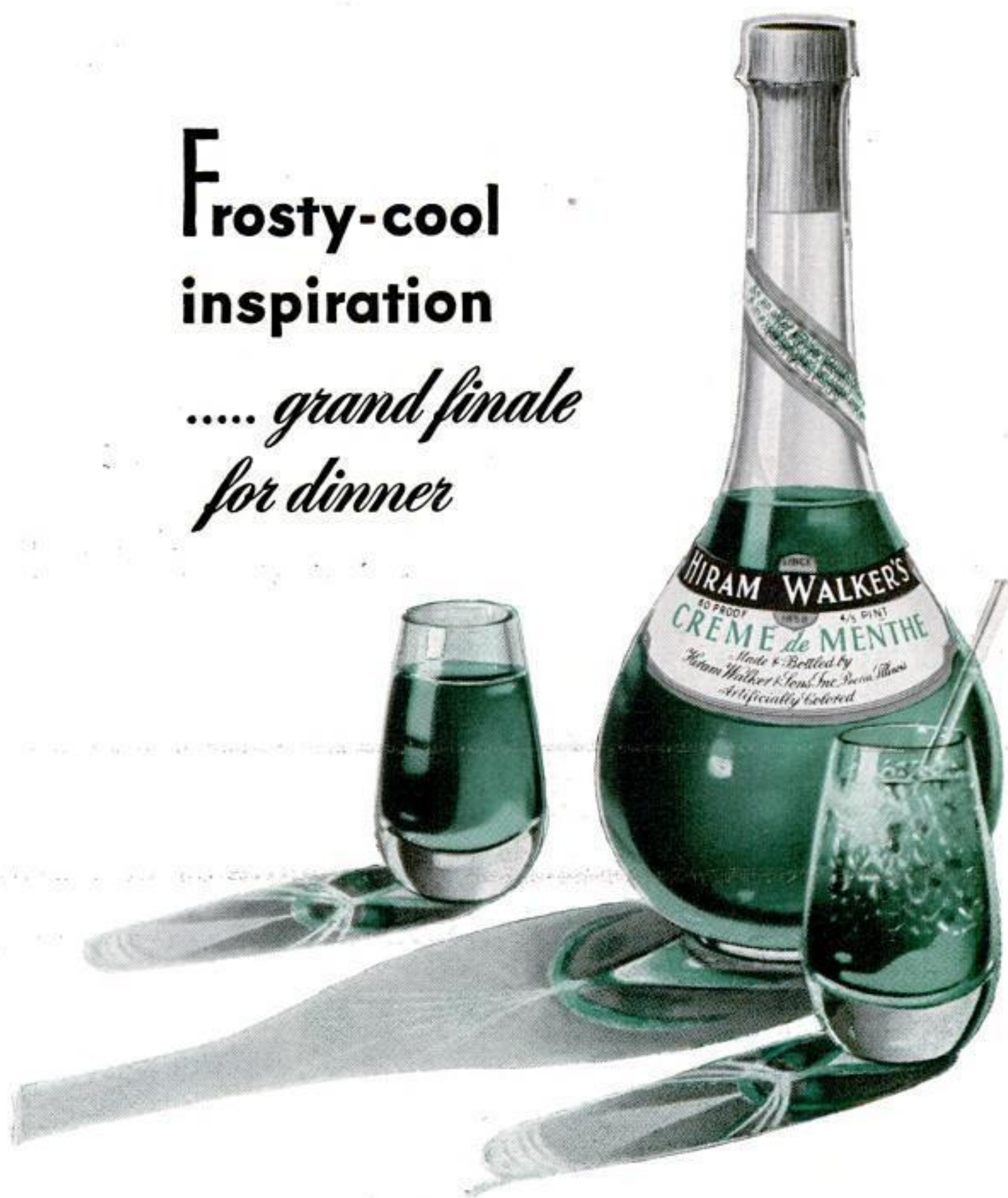


BETTY'S LEGS, which never appear very often or very distinctly in the movie, are revealed only for publicity pictures. Smart advertising has helped to make *Ermine's* business record "stylish," "smooth," "lush" and even "torrid."

CONTINUED ON NEXT PAGE

Frosty-cool
inspiration

..... *grand finale*
for dinner



Creme de Menthe by Hiram Walker

Until you taste the deep mint flavor of Hiram Walker's Creme de Menthe you just can't know how downright delicious *true mint* can be. Here's a flavor that comes from only the tender tiny leaves of finest mint.

Good hosts know that fine food is even more enjoyable when they serve the Cordials with that *something extra* Hiram Walker adds—the matchless skill and choicest ingredients which distinguish this "Rainbow of Flavors."

Fruit Liqueurs: Blackberry, Apricot, Peach and Cherry, 60 proof.
Cremes: Creme de Menthe (Green and White), Creme de Cacao, 60 proof.
Liqueurs of the Orange: Triple Sec, 80 proof. Orange Curacao, 60 proof.
Spices: Anisette, 60 proof. Kummel, 80 proof.
Also: Rock and Rye, 70 proof • Peppermint Schnapps, 60 proof.
Sloe Gin, 70 proof • Hiram Walker & Sons Inc., Peoria, Ill.

Copr. 1948

Hiram Walker's
CORDIALS



A RAINBOW OF FLAVORS

YOUR ANNUAL EVENT!

THE 1948 GRAFLEX PHOTO CONTEST!

62 PRIZES \$5,000.00 TOTALING

Open to (A) Teen-agers, (B) Non-professionals and (C) Professionals, this big, new contest has two unique divisions: Action Division—for spot news and action shots of people, sports, candid pictures and other scenes of activity . . . Feature Division—portrait, pictorial and general salon work. Special Color Class open to all three groups of photographers! Contest extends from Sept. 1 to Dec. 1, 1948. Act today!

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ANY GRAFLEX DEALER

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New York Sales and Service Offices, 50 Rockefeller Plaza

PRIZES

(A)	Action Division	Feature Division
1st	\$150.00	\$150.00
2nd	100.00	100.00
3rd	50.00	50.00
10 Honor Awards (5 in each division) —\$10.00 each		

(B) and (C) each		
1st	350.00	350.00
2nd	200.00	200.00
3rd	100.00	100.00
10 Honor Awards (5 in each division) —\$25.00 each		

COLOR

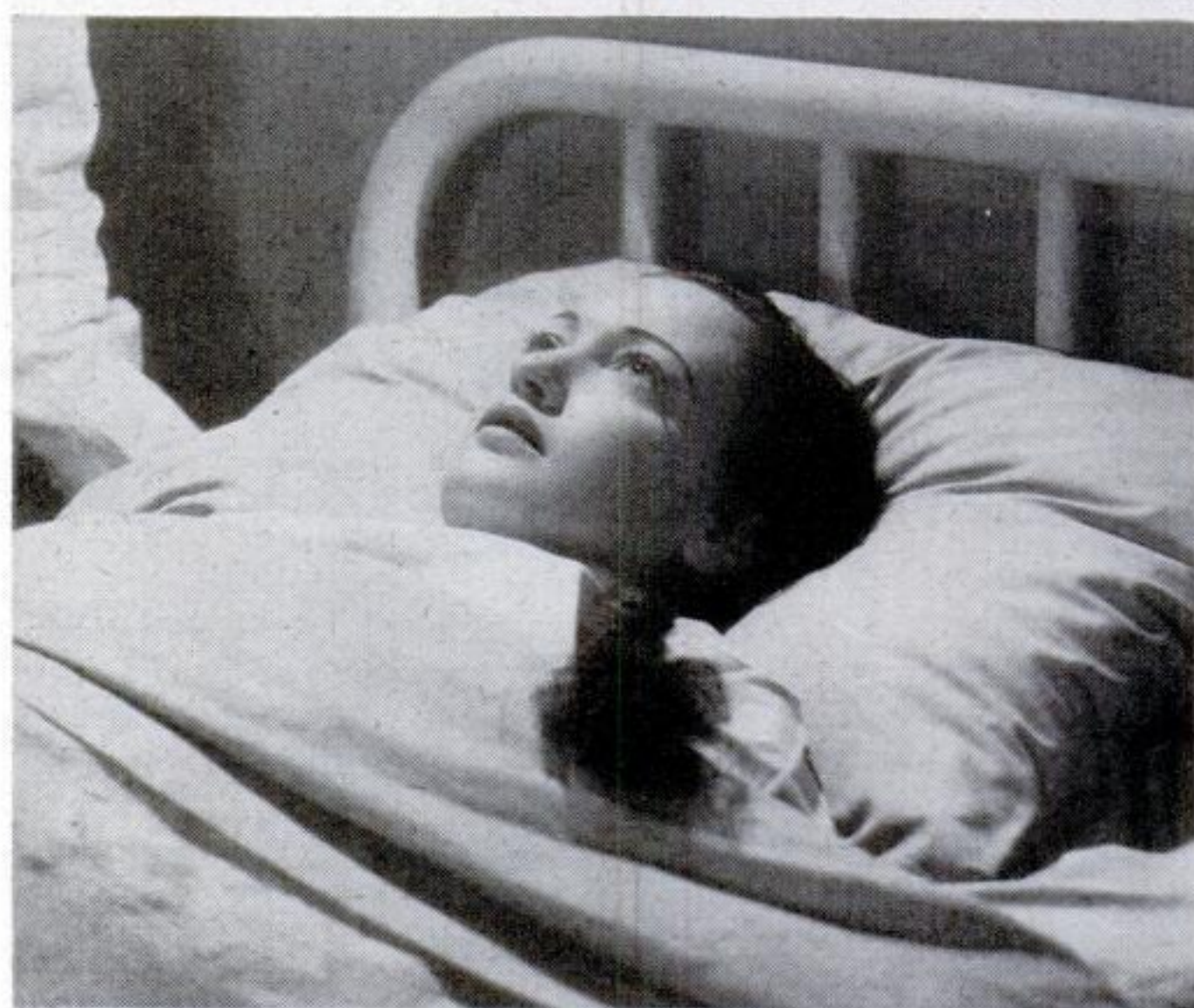
1st	350.00
2nd	200.00
3rd	100.00
10 Honor Awards—\$25.00 each	

Special Press Award—\$300.00—open to all groups. Enter any photo published in a newspaper or general magazine between Oct. 1, 1947, and Dec. 1, 1948.

NOTE: Only pictures made within the above dates, with a GRAPHIC, Graflex, Crown or Century camera, anywhere in the world, are eligible in the contest.

MOVIES CONTINUED

"BELLE' NO LULU"



DOROTHY LAMOUR, playing the title role, a sultry singer, in Columbia's *Lulu Belle*, shows a remarkable uniformity of facial expression as she registers love (top), terror (center) and resignation to death (bottom). Derived from a famous old stage melodrama, this movie plods on flat feet from a cheap dive in Natchez to high society life on Broadway. It was greeted with universal scorn by the critics, and a public which had paid vast sums to see Miss Lamour posing in a sarong showed very little interest in her dramatic exploits. The doleful result can be seen in the *Variety* headline above: "'Belle' No Lulu."

Here's a
BIG LIFT for you

A tasty chocolate-'n'-peanut bar

When things start to get you down, take on some quick energy — bite into a Giant Bar. Enjoy every morsel of that sweet milk chocolate (it goes *all the way through*) and taste those crisp roasted peanuts. . . . There's a promise of pleasure in that bright yellow and brown wrapper. Look for it wherever candy is sold and enjoy this solid chocolate bar.

George Ziegler Co., Milwaukee, Wis.

Ziegler's Candies
—delicious food since 1861.
enjoy some every day.

Bloom in
next Spring's color, now!

Elizabeth Arden's
new fall shade

Crimson
Lilac

What! Lilacs in winter? Yes, but Crimson Lilac. Strange and wonderful! Lilac-lightened crimson for your gleaming lips* and sweet-scented fingertips, plucked by Miss Arden herself with her unerring taste and timing. Wear it with tenderly-harmonized complete make-up—from incredibly beautiful Illusion Face Powder to Green Lilac Eye Shado... absolute stroke of brilliance with the new Fall clothes! But, even more, because Miss Arden creates it—Crimson Lilac is next Spring's color. Bloom in it today!

**NEWS! Elizabeth Arden Lipsticks at new moderate prices. Now, even more women may enjoy their incomparable qualities.* 1.00
Also 1.50 and 2.00.

Fabulous new Jewel Stick (shown), 3.50
Deluxe "Gold Rush" automatic Lipstick, 2.50,
Matching Compact, 7.50
Crimson Lilac Nail Lacquer, 1.00
Crimson Lilac Pat-a-Crème, 1.25 and 2.00
Crimson Lilac Rouge, from 1.25
Crimson Lilac Illusion Powder, 1.50, 2.00, 3.25
Cameo Powder, 1.75, 3.00
Green Lilac Eye Shado, 1.50
all prices plus taxes

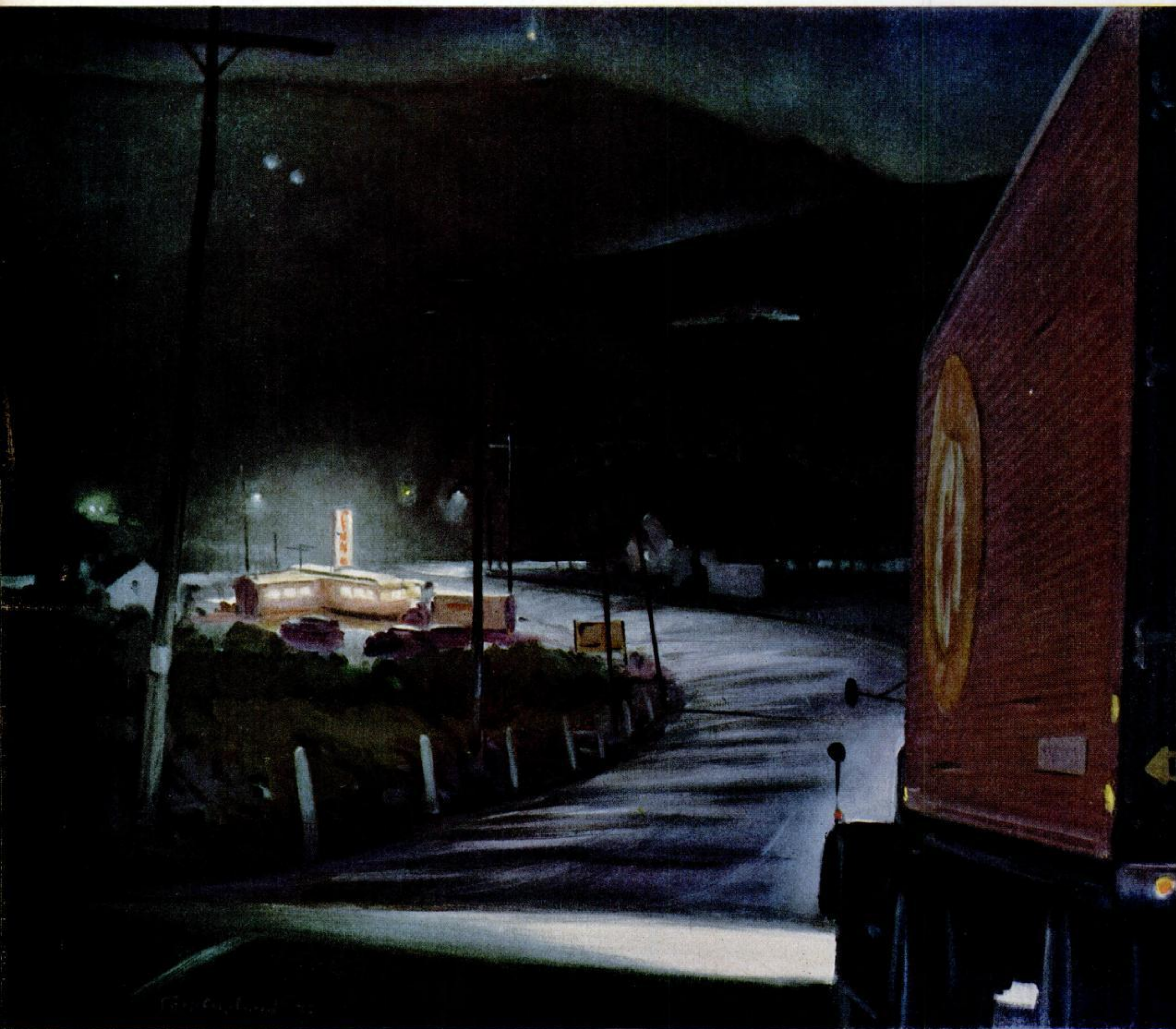
Elizabeth Arden

GOWN BY *Castello* OF ELIZABETH ARDEN

Copyrighted material

Coffee Time

on the highway, with the trucks lumbering through the night and the welcome lights of the roadside diner shining like a beacon. Time to break the long journey with the friendly stimulation of good coffee. And because Maxwell House is America's favorite, coffee time is Maxwell House time wherever you go. Painted by Tore Asplund.

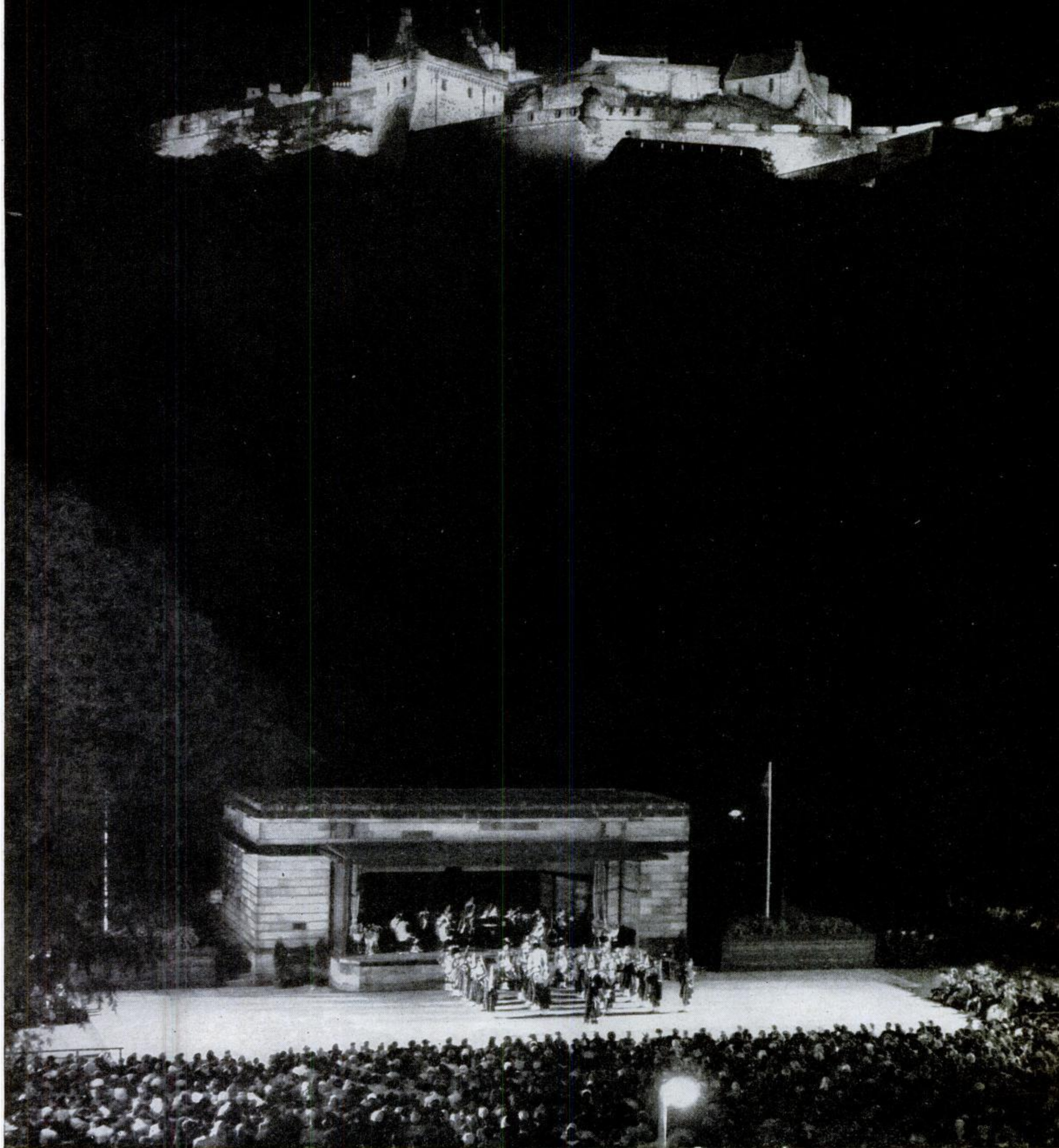


Because that "Good to the Last Drop" flavor adds so much real enjoyment to our daily living, Maxwell House is America's favorite, of ALL brands of coffee, at ANY price! North, South, East, or West, Maxwell House is truly part of the American Scene.



Throughout this nation of coffee lovers **MORE PEOPLE BUY**
AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!

TUNE IN . . . MAXWELL HOUSE COFFEE TIME . . . starring George Burns and Gracie Allen. NBC, Thursday nights.



UNDER FLOODLIGHTED EDINBURGH CASTLE, WHICH ONCE HOUSED MARY QUEEN OF SCOTS, HIGHLANDERS DO A SPIRITED DANCE FOR A HUGE FESTIVAL AUDIENCE

SCOTTISH FESTIVAL

Grim old Edinburgh makes itself
the music world's summer capital

For three weeks at summer's end Edinburgh was the world's music center. Under the brooding battlements of Scotland's dour old capital, concertgoers from all over the world flocked to the Edinburgh Festival to hear some of the world's greatest musicians. There were, all told, 1,700 musicians. Alfred Cortot played the same program Chopin had given in Edinburgh 100 years before. Artur Schnabel performed Mozart piano concertos. Amsterdam's Concertgebouw and Rome's August-

teo Orchestra vied with Britain's spirited Glyndebourne opera company and ballet dancers.

When the festival ended Edinburgh was firmly established as the musical successor to Salzburg. Started frankly as a tourist attraction, the festival itself lost \$80,000 last year. But tourists spent 10 times that in the city. This year the festival about broke even and Scottish merchants, mindful of the million-dollar tune the festival had played on their cash registers, looked forward happily to 1949.

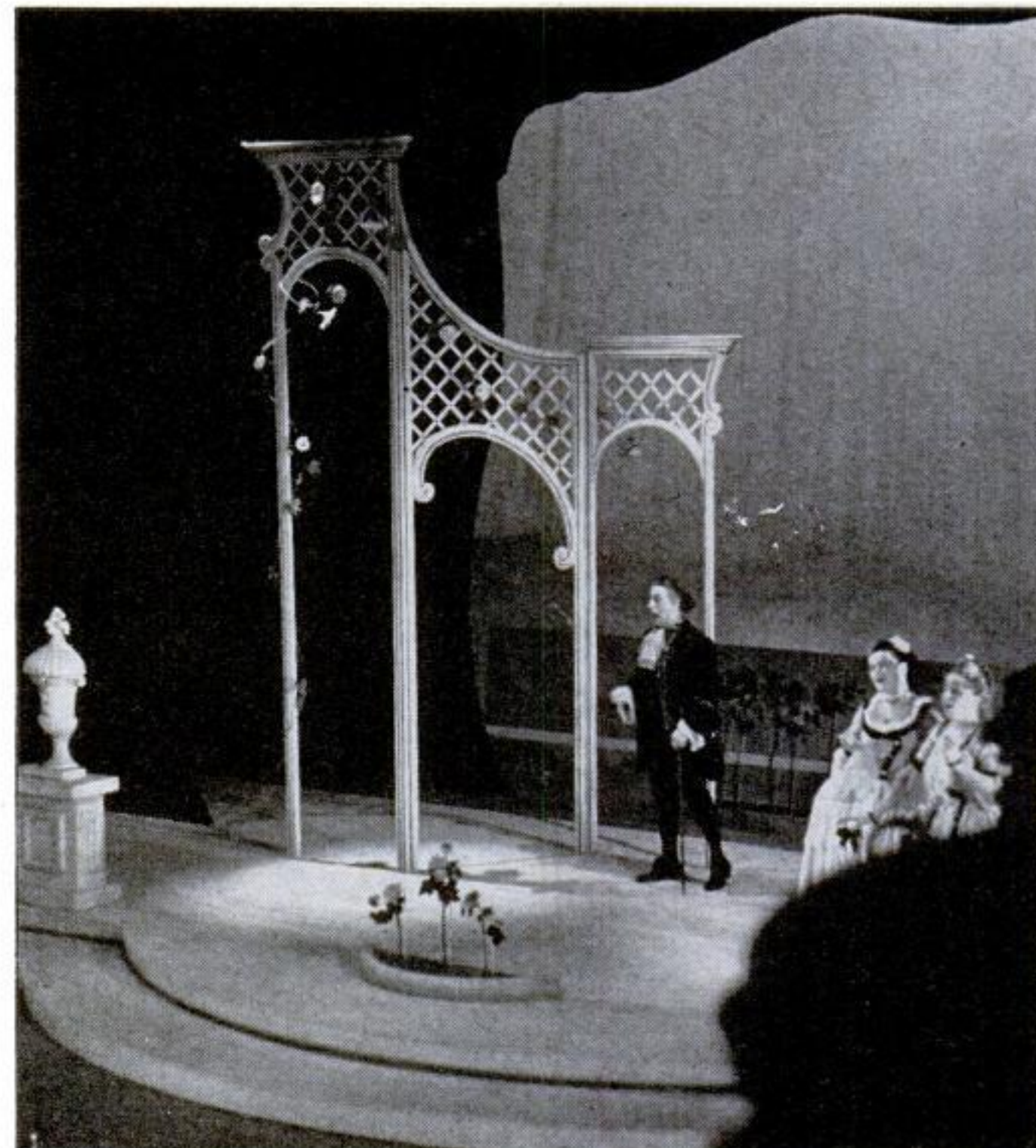


BESTFORM

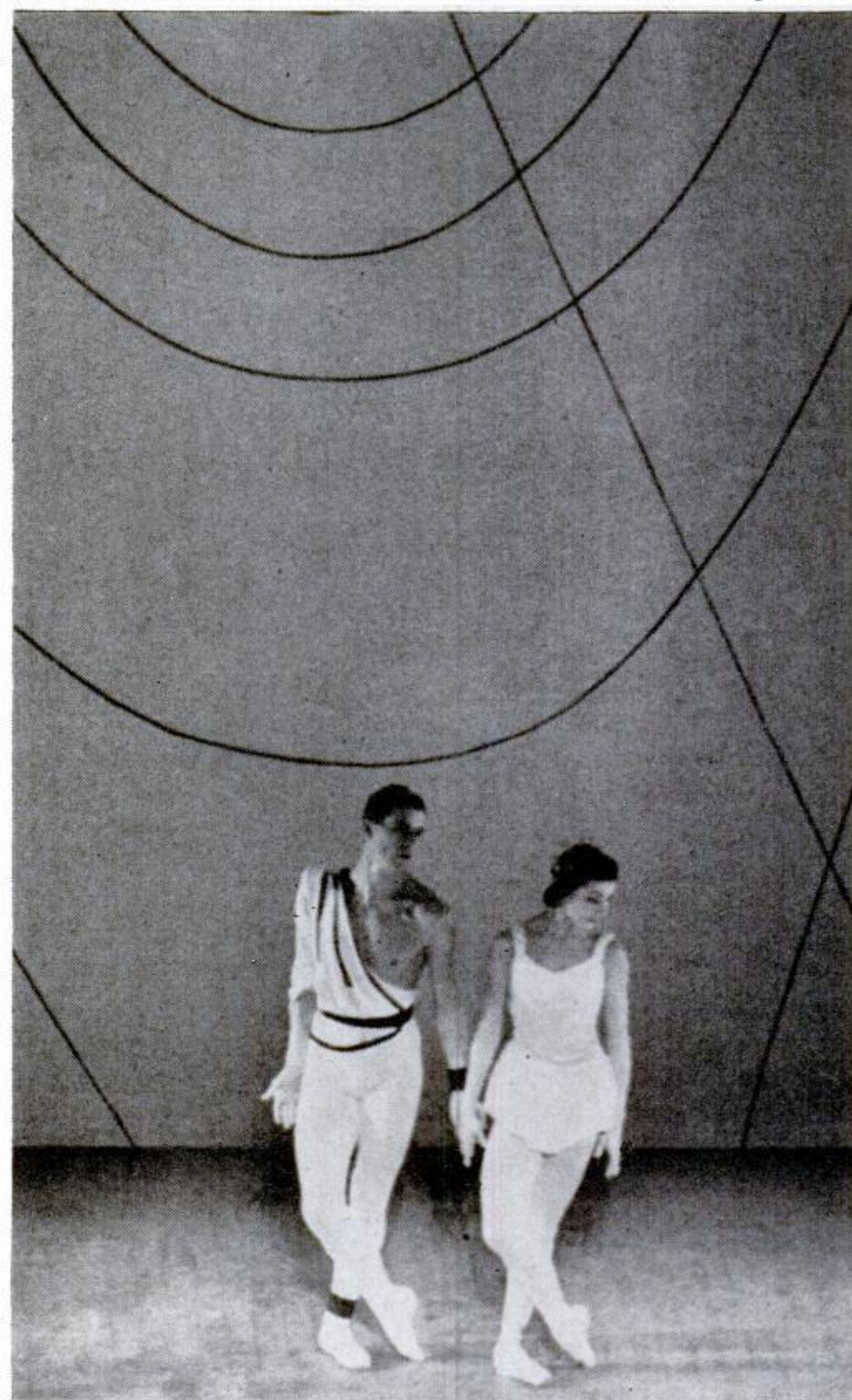
*no finer fit
at any price*

to give you a
smooth figure...

Bestform's whisper-light
all-nylon girdle. Side Talon zipper,
wonderful nylon elastic panels
for sleek lines. Style 5462—14"
sizes 25-32. Style 5692—16" sizes
26-32. Nude, white, blue, black, \$5.95
Matching nylon bra \$1.50



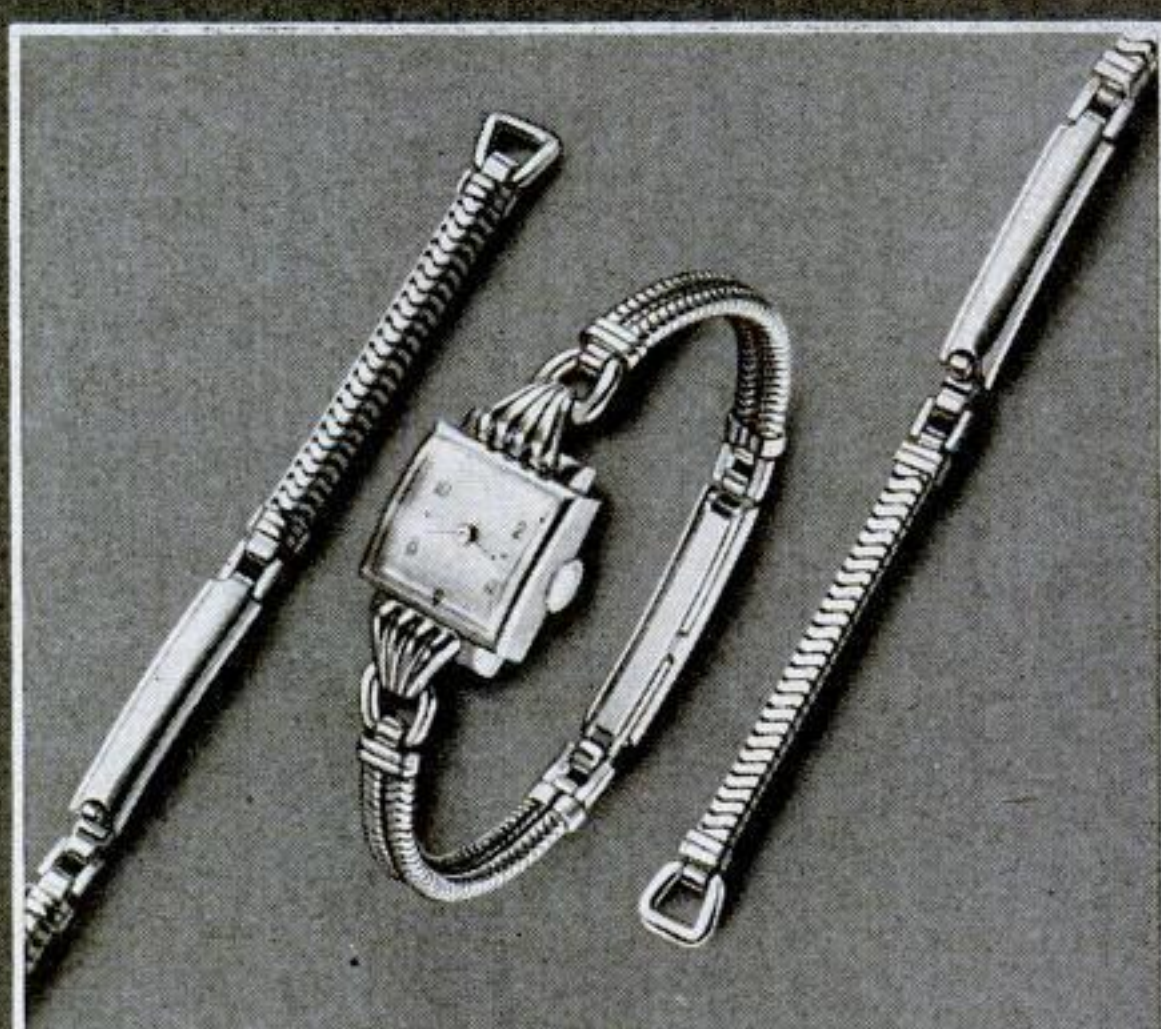
IN MOZART OPERA *Così Fan Tutte* the Glyndebourne company's Tenor Mariano Stabile, who plays the cynical Don Alfonso, is shown here singing his favorite theme, that no woman can ever be trusted. The women dispute this.



IN BALLET *Symphonic Variations*, set to the music of César Franck, Margot Fonteyn and Michael Somes of Sadler's Wells Ballet dance before abstract set resembling an erratic spider web. Even standing room for ballet was sold out.

CONTINUED ON PAGE 98

HEAVY Snake Chain
FOR NEW WATCH BAND SMARTNESS



Forstner
Look for this trade mark

1/20-12 Kt. Gold Filled. Other styles in 10 Kt.
and 14 Kt. Gold. At better stores everywhere.

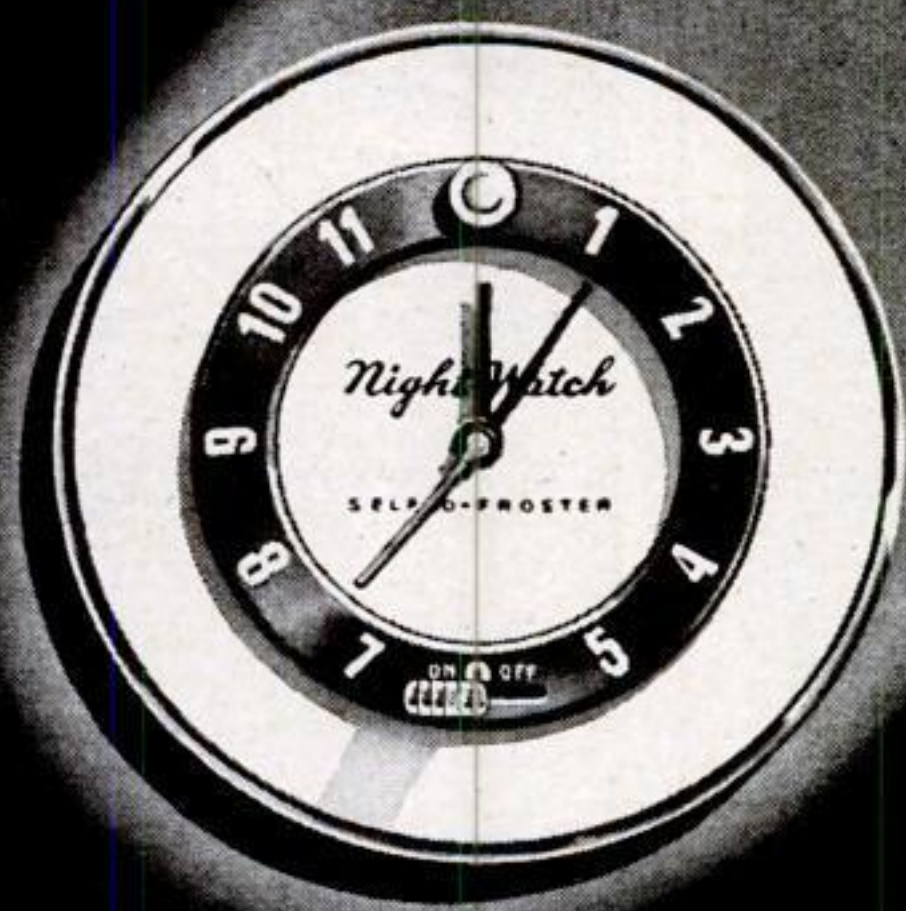
FORSTNER CHAIN CORPORATION, IRVINGTON 11, NEW JERSEY

NORGE

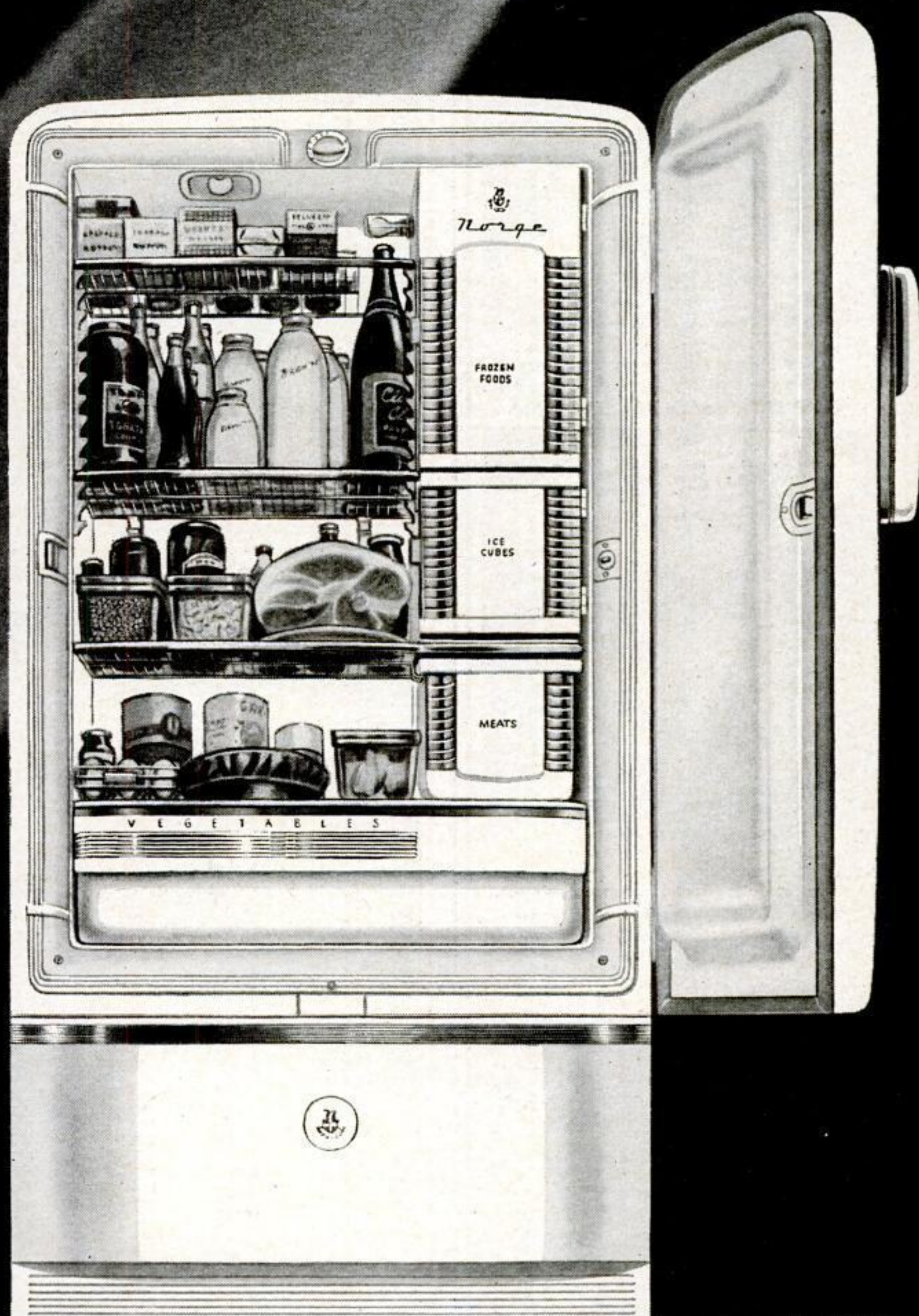
and ONLY Norge ...

has the exclusive

SELF·D·
FROSTER*

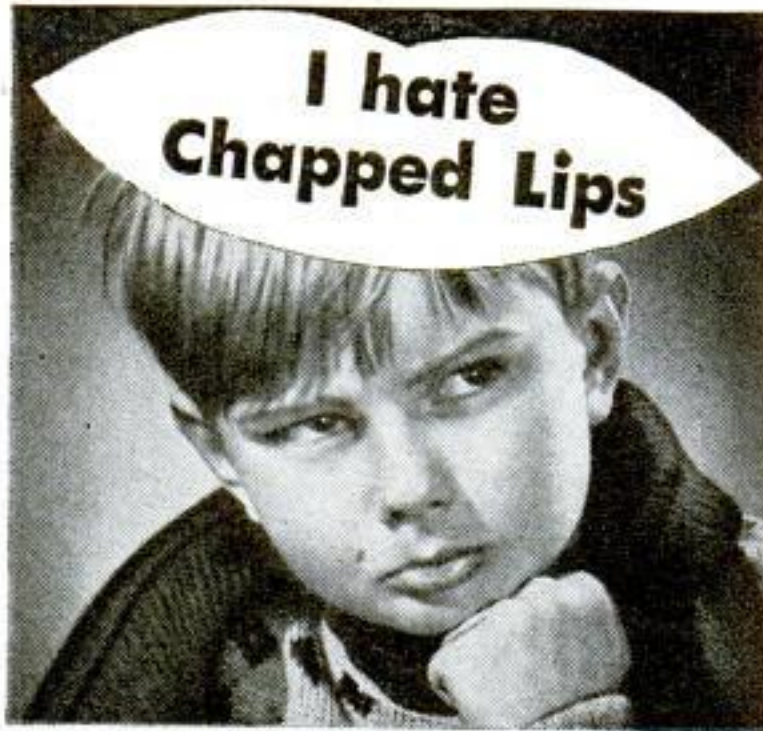


*S.D.F. It happens
at midnight!



See Norge before you buy!

A BORG-WARNER INDUSTRY—Norge Division, Borg-Warner Corp., Detroit 26, Michigan • In Canada: Addison Industries, Ltd., Toronto, Ontario



Children, too, know the distress of chapped lips—and young and old turn to 'CHAP STICK' for speedy relief. 'CHAP STICK' for every member of the family



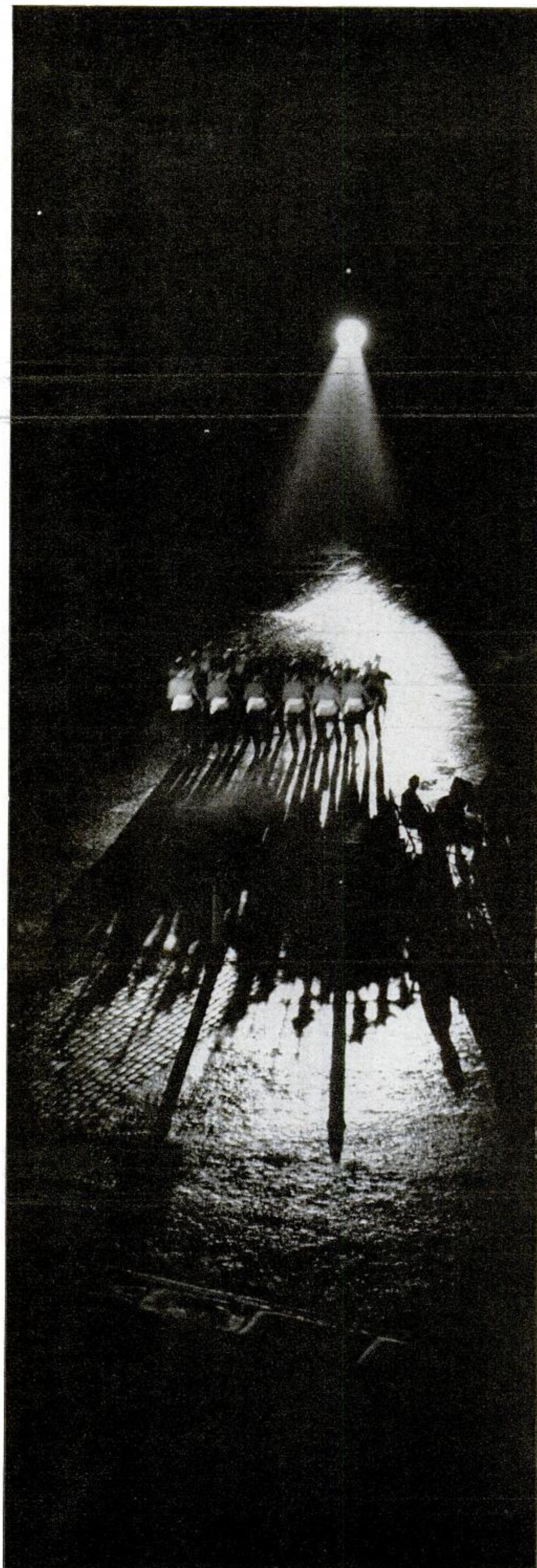
When severe weather causes lip chap, service your lips with 'CHAP STICK' before they get painfully cracked and sore. 'CHAP STICK' for double-quick relief



Want to share a good thing? Buy a few 'CHAP STICK' for your friends. Every smoker knows the discomfort of dry, parched lips. 'CHAP STICK'—specially medicated—extra soothing

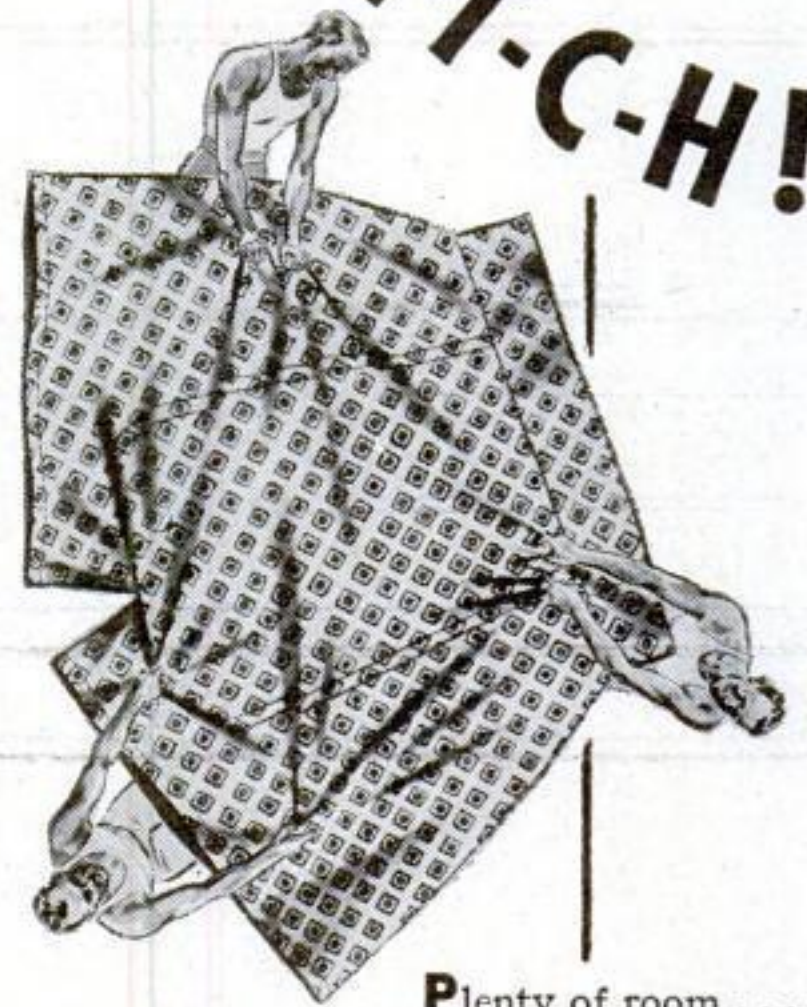
Use 'CHAP STICK'—the safe way, the easy way, the better way—to get speedy, more lasting relief from chapped lips.

If you're taking a trip, for safety's sake take handy 'CHAP STICK' with you. When a sudden change of climate or altitude causes parched, cracked lips, 'CHAP STICK' is the friend in need for you, for your family. Insist on 'CHAP STICK'—the only antiseptic lip balm.



NIGHT DANCE by the Cameron Highlanders flings long shadows across the grounds of Edinburgh Castle. Inside the castle a troop of bagpipers played.

see how they
S-T-R-E-T-C-H!



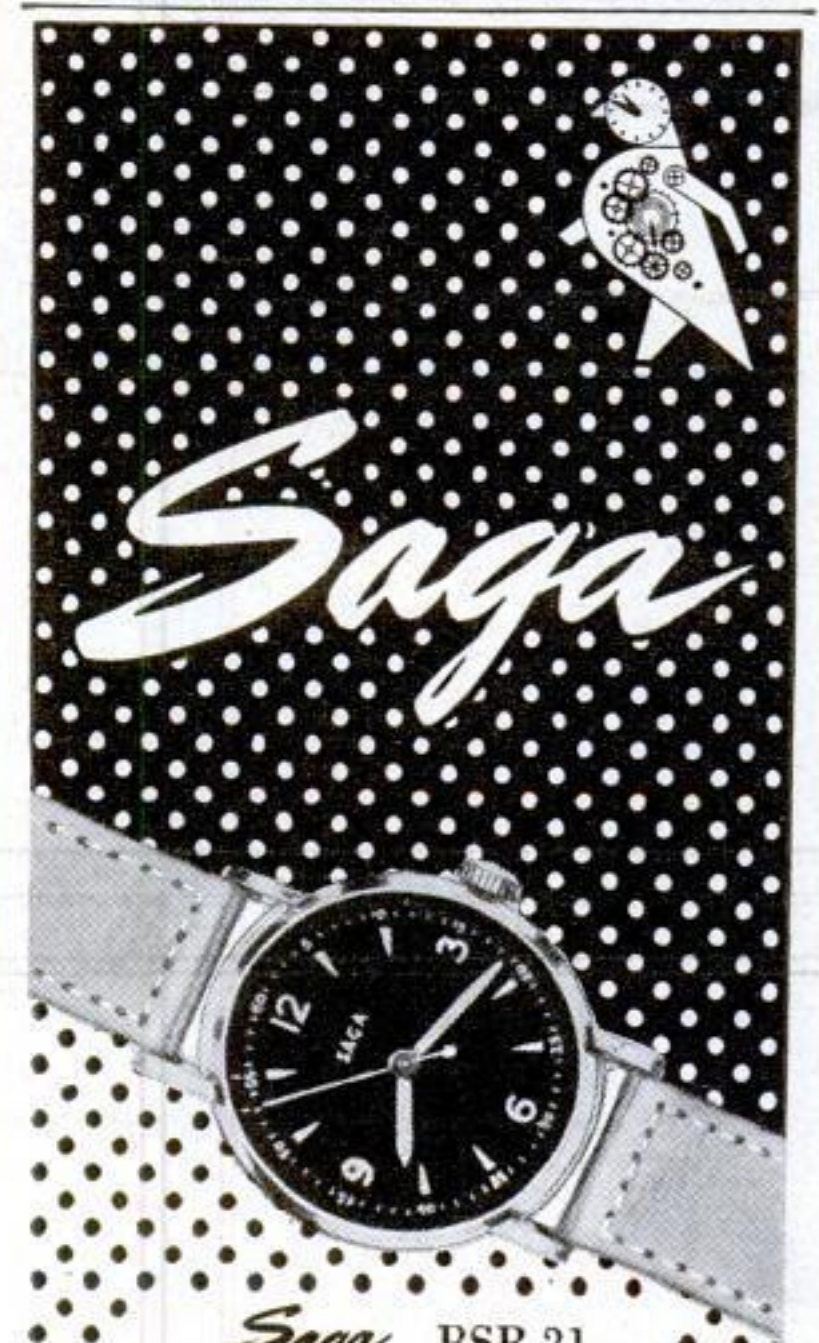
Plenty of room . . . plenty of stretch! Ask for famous *B.V.D.* "All-Ways Stretch" Shorts. Sit, walk, bend . . . they're as supple and comfortable as your skin! Next time you're in your favorite men's shop, ask for these smart shorts. Grippers front.

"all-ways stretch"
B.V.D. shorts

BRAND

REG. U. S. PAT. OFF.

"NEXT TO MYSELF I LIKE 'B. V. D.' BEST!"



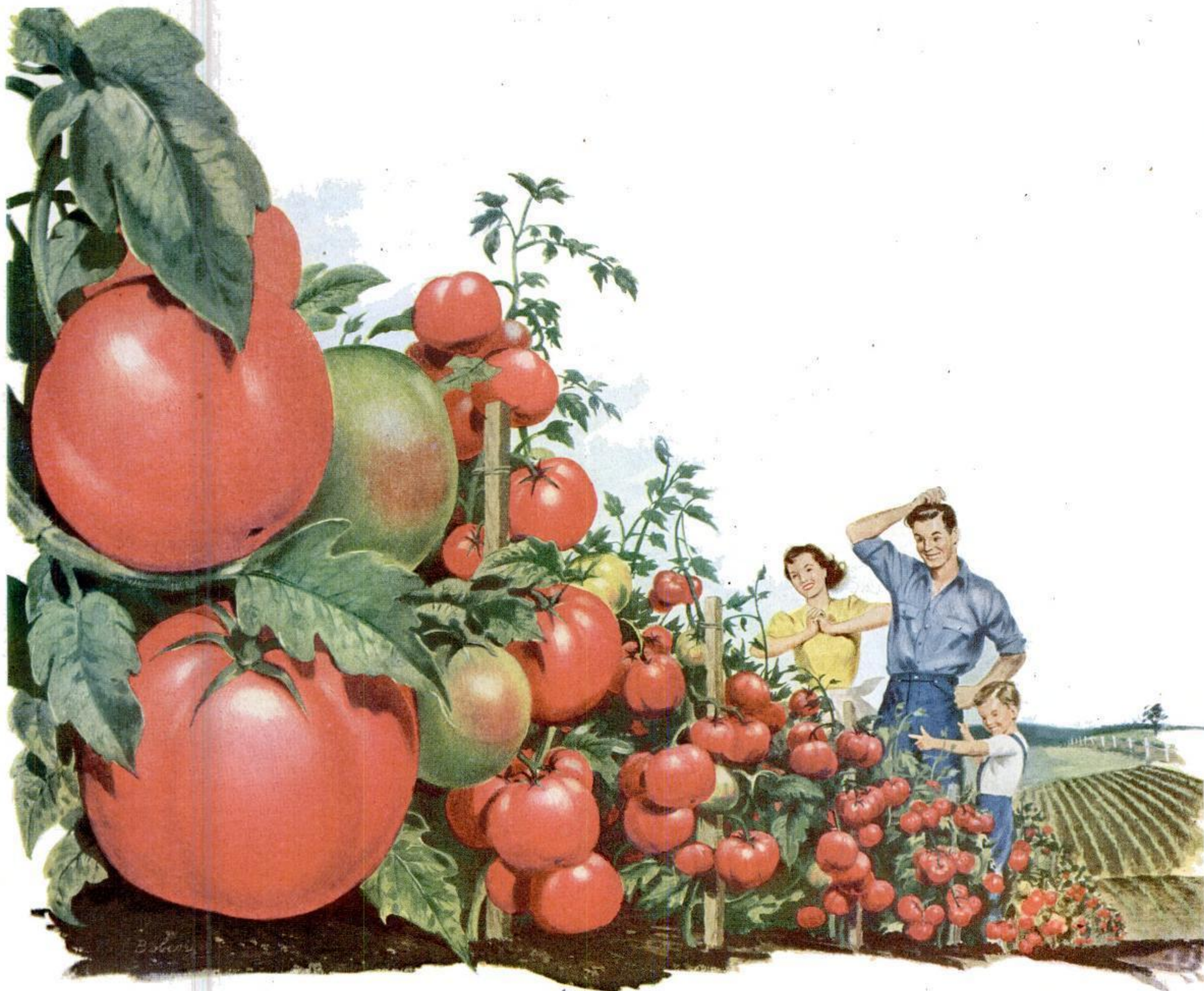
Saga BSR-21

only \$18.75 fed. tax incl.

The all-American-made watch with "Time Reserve." At leading jewelry stores throughout the country. If not yet available in your locality order directly from Saga, 630 Fifth Avenue, New York 20, N. Y.

The World's Largest Manufacturer of Wrist Watches





"Many Happy Returns"

AN IMPORTANT DAY—to thousands of Far Western farmers—brings a skilled crew, with special equipment, to inject Shell NH_3 (Nitrojection Ammonia*) into the earth.

The happy returns are almost magical enrichment of the soil . . . a crop up to 3 times greater. It came about as a result of an exclusive pioneering development of Shell Research—*Nitrojection*. A Shell representative works with the farmer, discusses the nitrogen needs of his particular crop, gives him a cost estimate that includes special equipment and manpower, as well as the magic ingredient!

This ingredient is produced in quantity by Shell from a petroleum gas and air. It is compressed to a liquid, brought to the farm in pressure containers.

*Trade Mark, Registered U. S. Patent Office

A machine like a cultivator, carrying the rich nitrogen fertilizer, is pulled across the field. Container valves are opened permitting the liquid to flow through underground injectors. As the pressure lowers, the liquid is transformed into a gas immediately absorbed by the soil . . . This is nitrogen application for the average farm.

For many years the distribution of Shell NH_3 was confined to land under irrigation—where it was released in the irrigation water, thus distributing it to the hungry roots. California's finest oranges, and other fruits, have long shown the results in their sweetness, size, and juiciness.

Thus the "many happy returns" of nitrogen application are shared by growers of irrigated and non-irrigated crops—

resulting in more profitable farming, and increased output of better farm products.

Another Shell first, this achievement of Shell Research demonstrates leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.





"ONE-EYED, LITTLE-MINDED WOMEN having a gossip," was a London taxi driver's description of Henry Moore's *Three Standing Figures*, depicting the fear

of English women during air raids. A professional critic called it the "greatest single work . . . to be accomplished by an English artist in the present century."

LONDON PARK EXHIBIT

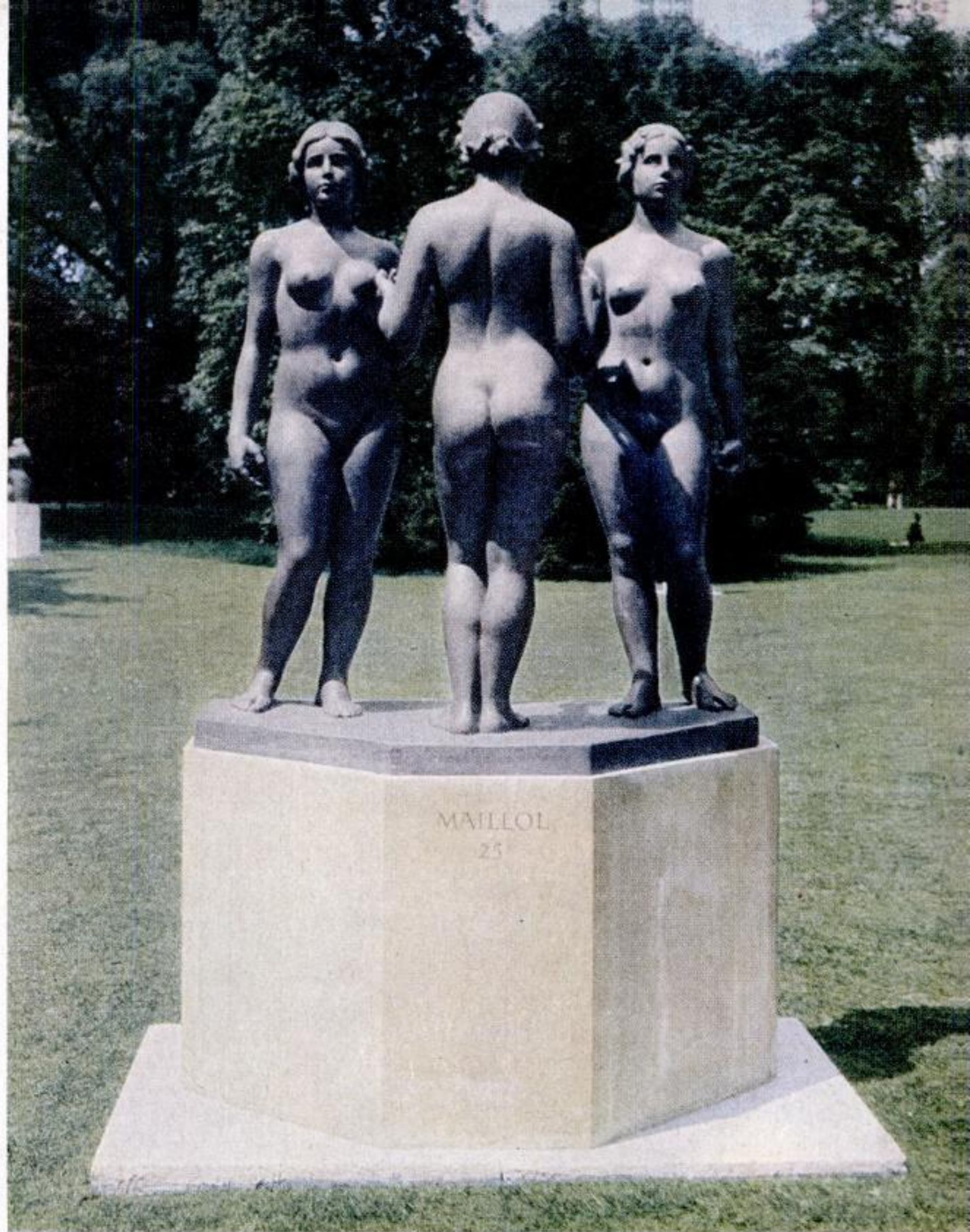
Britishers flock to Battersea to enjoy torsos, tulips and tea



MAN SCANS MESTROVIC TORSO

Just as outdoor Saturday night concerts are given in hundreds of U.S. towns, the London County Council is giving concerts, ballets and operas in public parks to cheer up the war-weary Britishers. The council's latest morale booster was a big show of European sculpture during the last 50 years, which was exhibited all summer in London's Battersea Park. Only a small percent of the Britishers who flocked to the show pretended to appreciate all the sculpture which ranged from marble torsos to disembodied arms and legs (*below*). As one guard at the show observed, "Most people don't like statues what they don't know what they mean." But everybody had fun because, along with

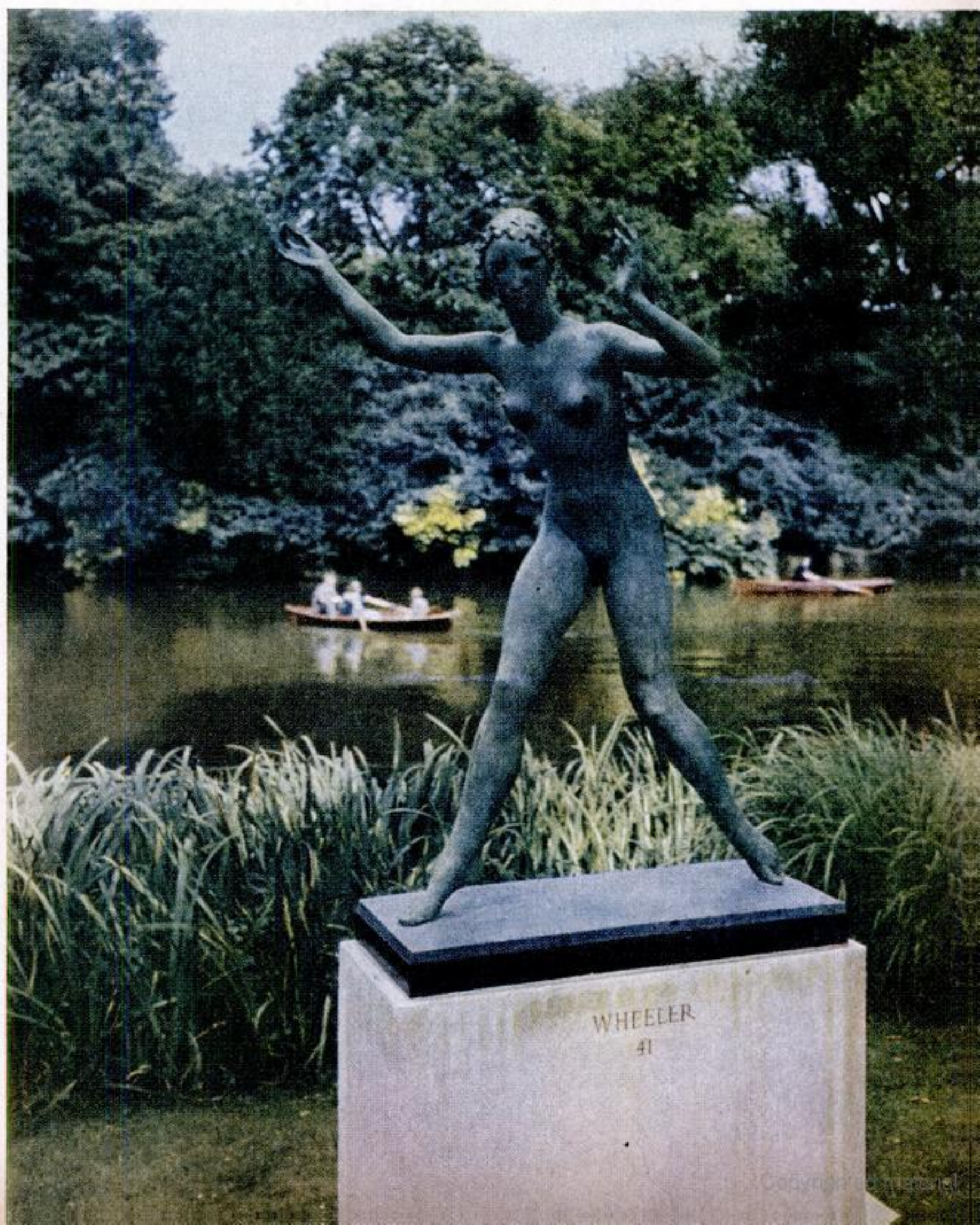
looking at art, they could boat on Battersea lake, have outdoor tea and admire the tulip beds. Most popular piece in the show was Moore's *Three Standing Figures* (*opposite*), which has been bought for permanent exhibition in the park. Its popularity, however, has not been gauged by what the critics say but by the fact that the grass at its base is just about worn away.



"THE THREE GRACES," one of the more conventional works in the show, is by the great French sculptor, Aristide Maillol, who loved sturdy females. Below: Charles Wheeler's *Spring* can be appreciated by art-loving boaters on the lake.



"A LITTLE PECULIAR" is how F. E. McWilliam, who created this *Kneeling Figure*, describes his work. Some wags called it "Britain after years of rationing."



You can't beat facts:

9 out of 10 say IMPERIAL again!



91.4% to be exact! That's what research experts found out when they questioned Imperial purchasers in city after city: 91.4% of them had *tried* Imperial—and *liked* Imperial—so they were buying Imperial *again*! Why? Because you can't beat facts. And the fact is that Hiram Walker's 90 years at fine whiskey-making makes this whiskey *good*!

It's good to know... **IMPERIAL**
is made by Hiram Walker.
No wonder nine out of ten say
Imperial again!



90 years at fine whiskey-making makes this whiskey good. 86 proof. Blended Whiskey. The straight whiskies in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.

© 1940 HIRAM WALKER & SONS INC., PEORIA, ILL.

Slick shaves cost next to nothing



RAZOR, STROP
AND
5 VALET BLADES

\$1.25

NEW VALET
Auto-Strop
RAZOR

STROPS—CLEANS
WITHOUT
REMOVING BLADE

SELF-SHARPENING . . . ONE PIECE

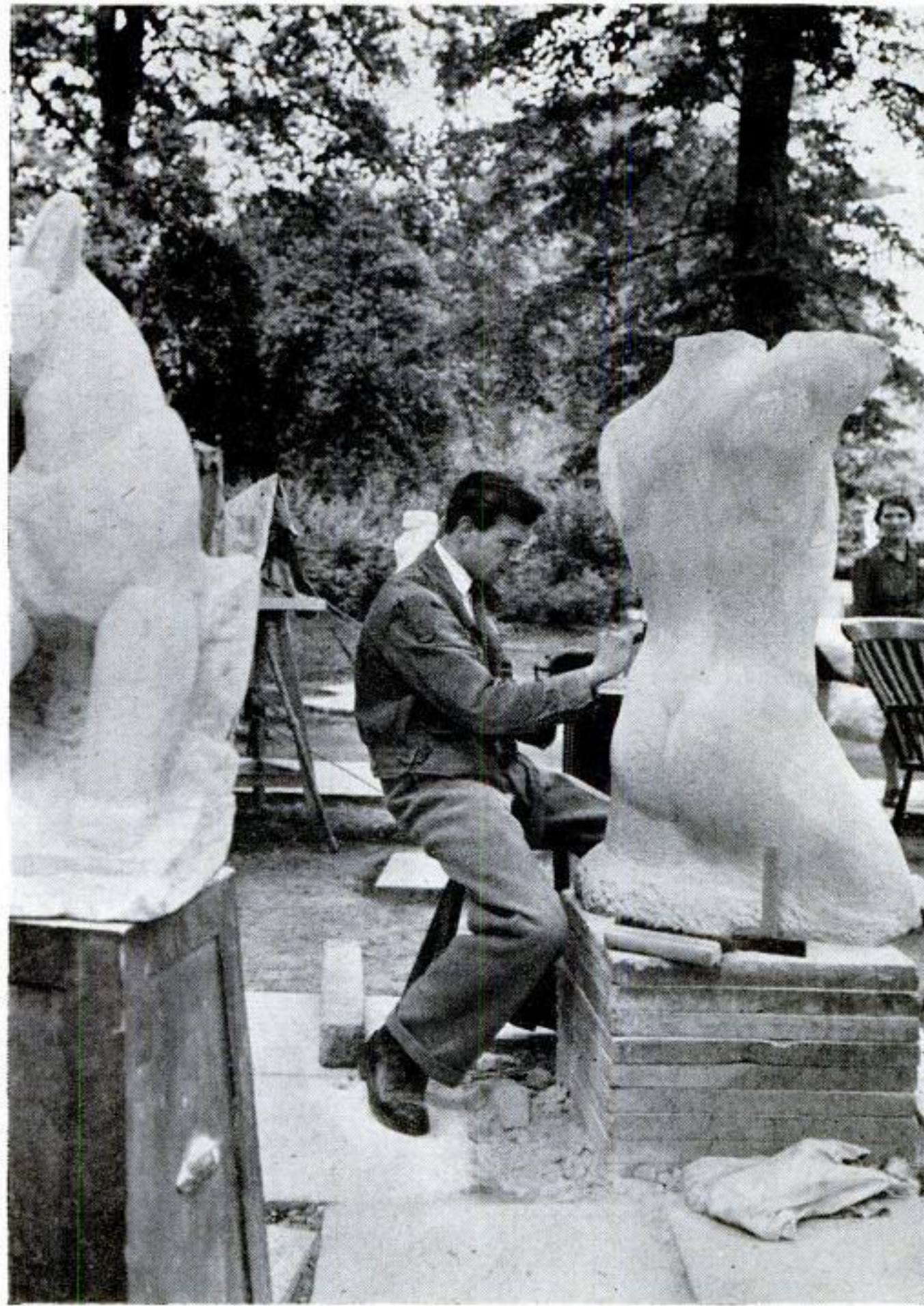


Lakeland
SPORTSWEAR
protects you handsomely

The "North Bay"

Here's what they call a coat in the North Country. Famous Piedmont gabardine, Cravenetted to shed rain and snow. Laskinlamb collar, lambskin lining, red wool bottom — a world of warmth. Men's and boys' sizes. See your Lakeland dealer — or write for his name.

Lakeland Mfg. Co. • Sheboygan, Wis.



CHIPPING AT A TORSO, a London art student works in a special section of the Battersea Park exhibit which showed spectators how sculpture is done.



"THE FOUNT" by Frank Dobson, which portrays a solidly built lady carrying a jug in a pool, is critically scrutinized by another solidly built Britisher.

*Dottie's on the Road
to laughter again...*

in her gayest comedy
since "ROAD TO RIO"



BENEDICT BOGEAUS
presents

**DOROTHY LAMOUR
GEORGE MONTGOMERY
CHARLES LAUGHTON**

in

*"The Girl from
Manhattan"*

with

ERNEST TRUAX • HUGH HERBERT • WM. FRAWLEY
CONSTANCE COLLIER • SARA ALLGOOD

DIRECTED BY ALFRED E. GREEN

Original Story and Screenplay
by Howard Estabrook

PRODUCED BY BENEDICT BOGEAUS



Released thru
United Artists



THE NIZAM IN HIS FORMAL DRESS UNIFORM



THE SPECTACULARLY-UNIFORMED ARAB MERCENARIES OF THE NIZAM'S ROYAL BODYGUARD

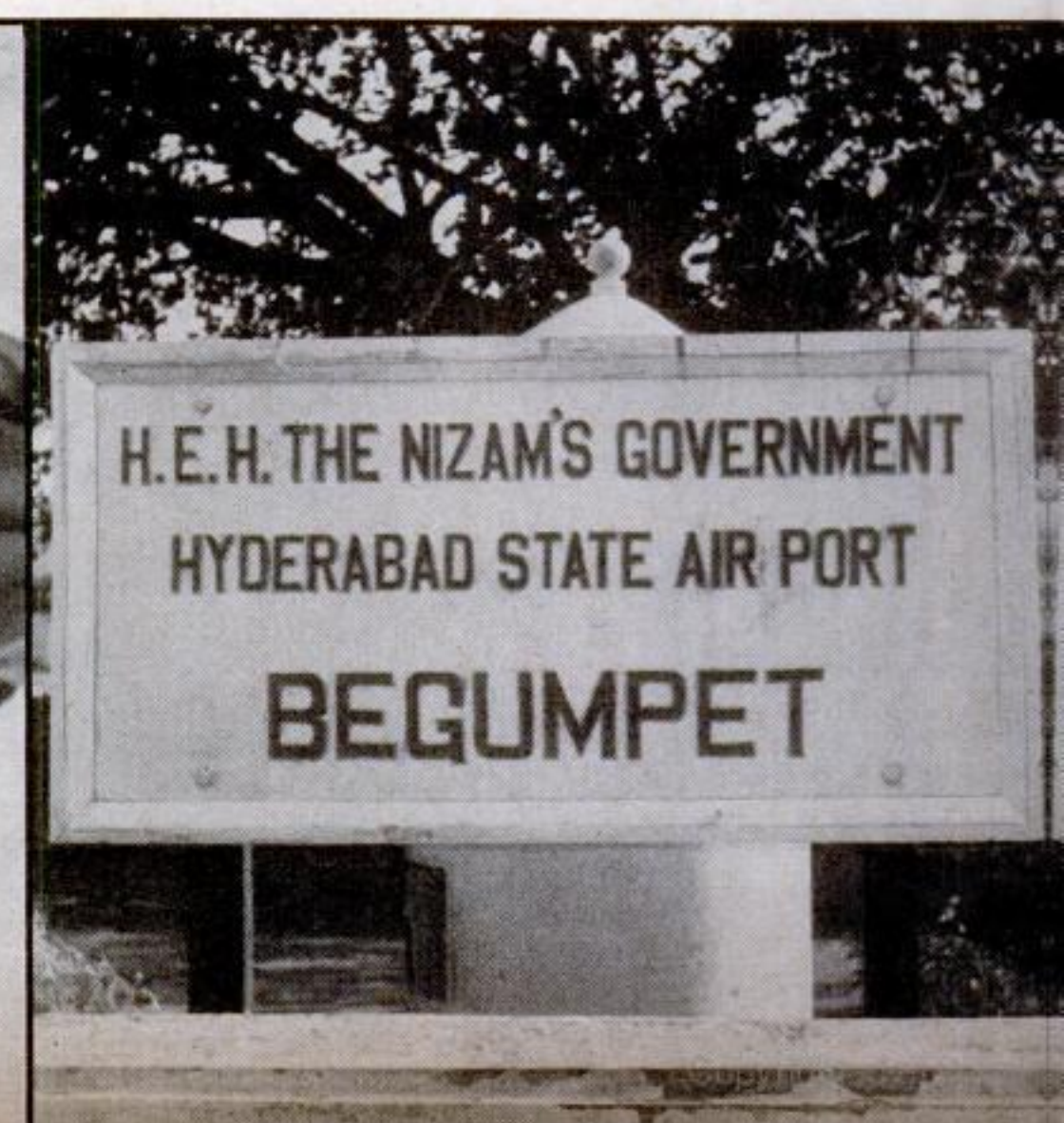
HYDERABAD

The last great princely state bows to India

PHOTOGRAPHS FOR LIFE BY JACK BIRNS

Last week the last billionaire surrendered. Less than 100 hours after the Indian Union invaded the Princely State of Hyderabad a cease-fire order was issued by Asaf Jah VII, His Exalted Highness, Lieutenant General Nawab Sir Mir Osman Ali Khan Bahadur, Grand Commander of the British Empire, the Nizam of Hyderabad and Berar and Faithful Ally of the British Government.

The Nizam, who often has been called the richest man in the world, has been on the spot ever since





FIRE AN EXHIBITION VOLLEY. THE GUARDS ARE FAMED FOR THEIR MARCHING PRECISION



THE NIZAM ON HIS WAY TO THE MOSQUE

the creation of Pakistan and the Indian Union. Of India's 562 princely rulers, he alone had refused to accede to one or the other of the two dominions, although militarily his position was hopeless. Hyderabad, covering an area about the size of Kansas, is land-locked in the southern section of the subcontinent (pp. 106, 107).

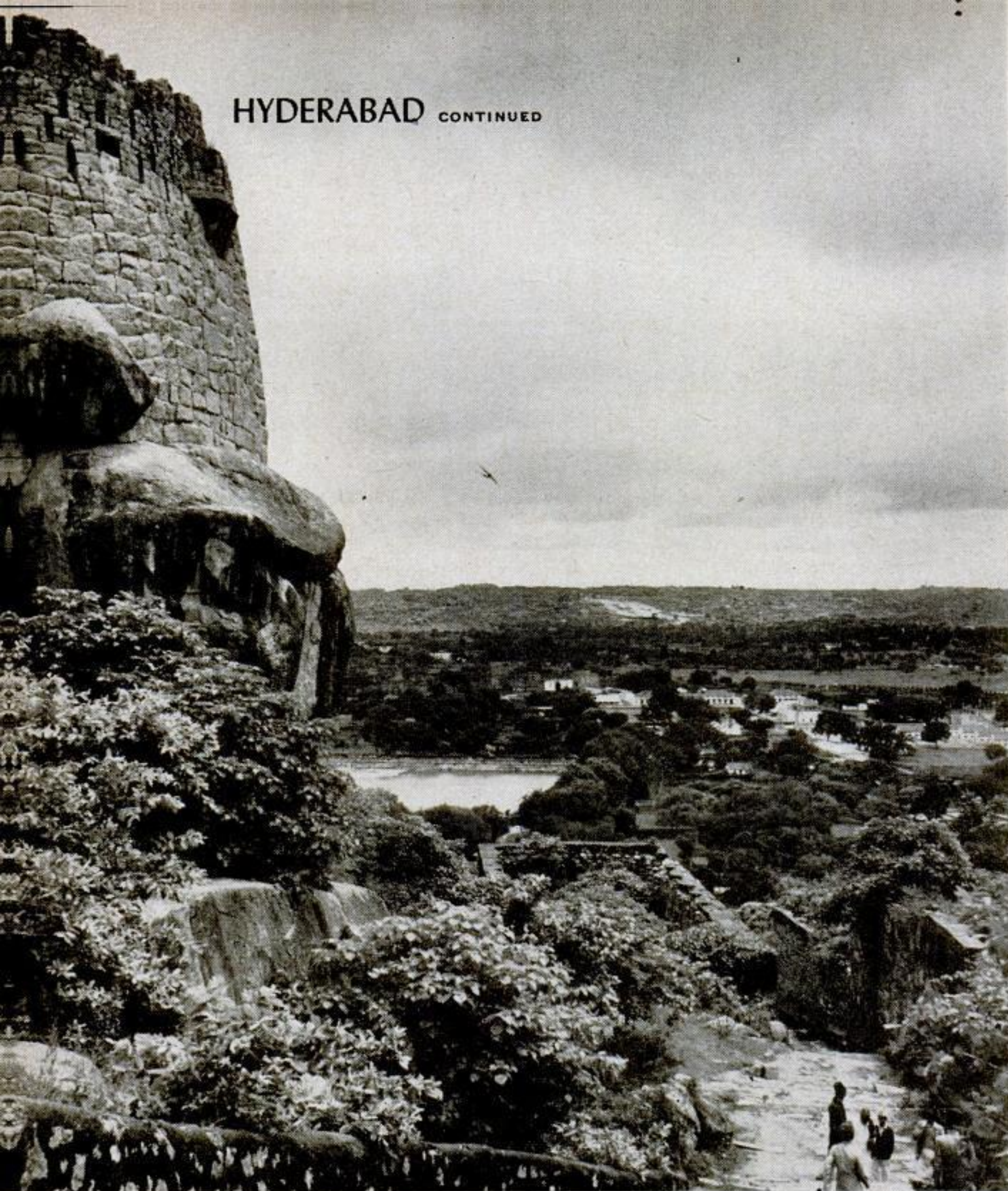
For three months the Indians, fearful of a hostile Hyderabad in event of war with Pakistan, had blockaded the state, and when they invaded they moved

in from five directions. The Nizam's soldiers (above) fought with some spirit, but there were only 22,000 of them and the Razakar Irregulars—an unwieldy army of Moslem fanatics—failed to make much of a showing (pp. 106, 107). Although Hyderabad is blanketed with signs proclaiming the Nizam's power (below), many of the state's 15 million Hindus hoped for union with India and the two million ruling Moslems were not strong enough to resist the invasion. The Nizam appealed to the U.N. but

surrendered before the case was even considered.

While the Nizam has kept Hindus in political serfdom, his record has some redeeming features. He has spent part of his fortune on power projects, a fine highway system, hospitals and public housing. Other Indian princes who willingly acceded to the Indian Union have kept their positions and fortunes but not their power. Whether the Nizam, having resisted, would lose his palaces, prerogatives and his \$6 billion fortune was uncertain at week's end.





FORTS AND MONUMENTS ornament the Hyderabad scene. Above is the fabulous Golconda Fort, five miles outside Hyderabad City. Golconda resisted Moghul siege for seven months in 1687, was for centuries a great diamond center. The great Moghul Emperor Aurangzeb, who finally captured Golconda, built a replica of the Taj Mahal (*below*) at Aurangabad as a tomb for his wife.



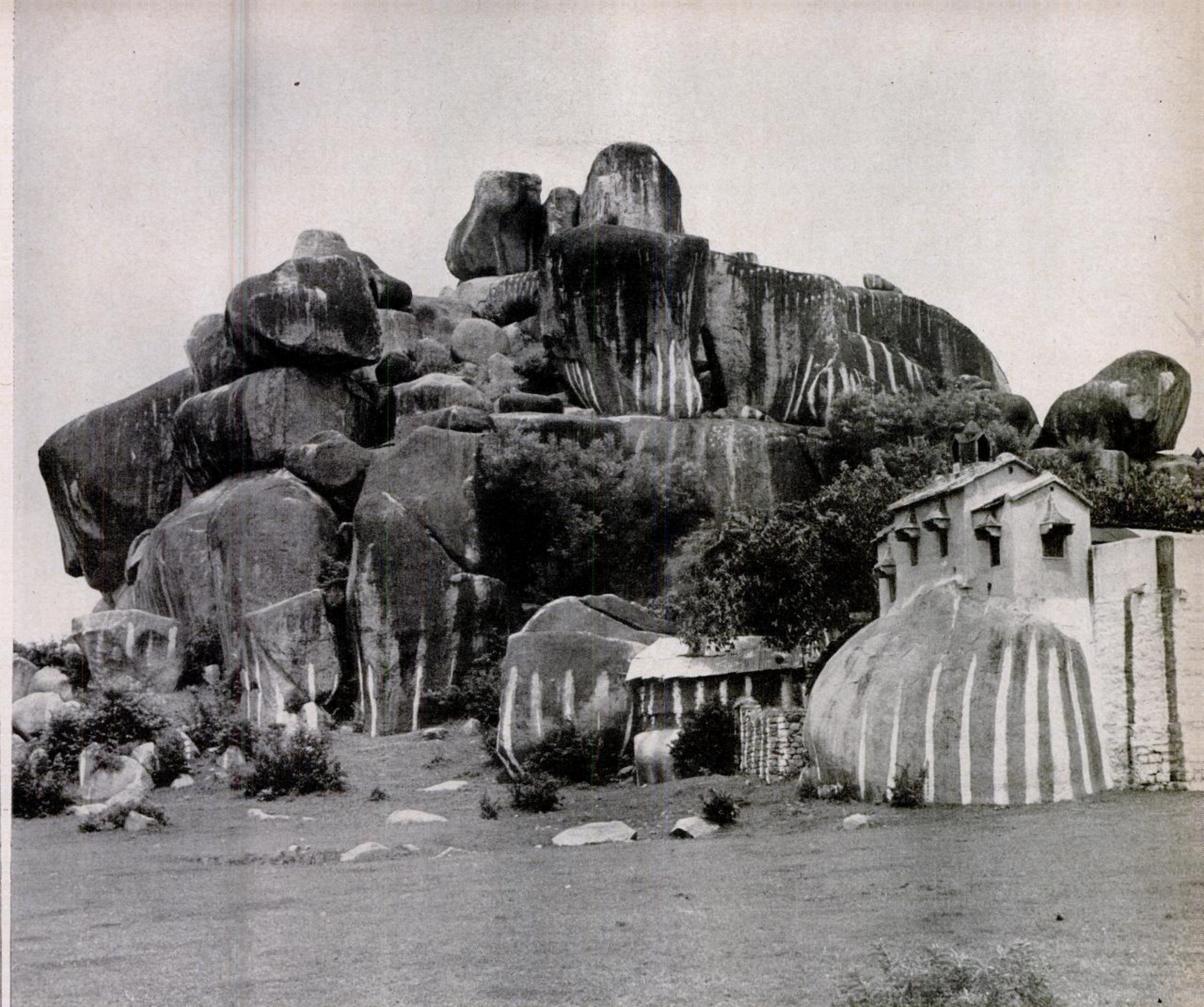
STATE OF HYDERABAD is in center of southern India. One of the Indian Union's demands was right to post troops at Secunderabad, north of capital.

THE NIZAM HAS KEPT MOSLEMS IN CONTROL

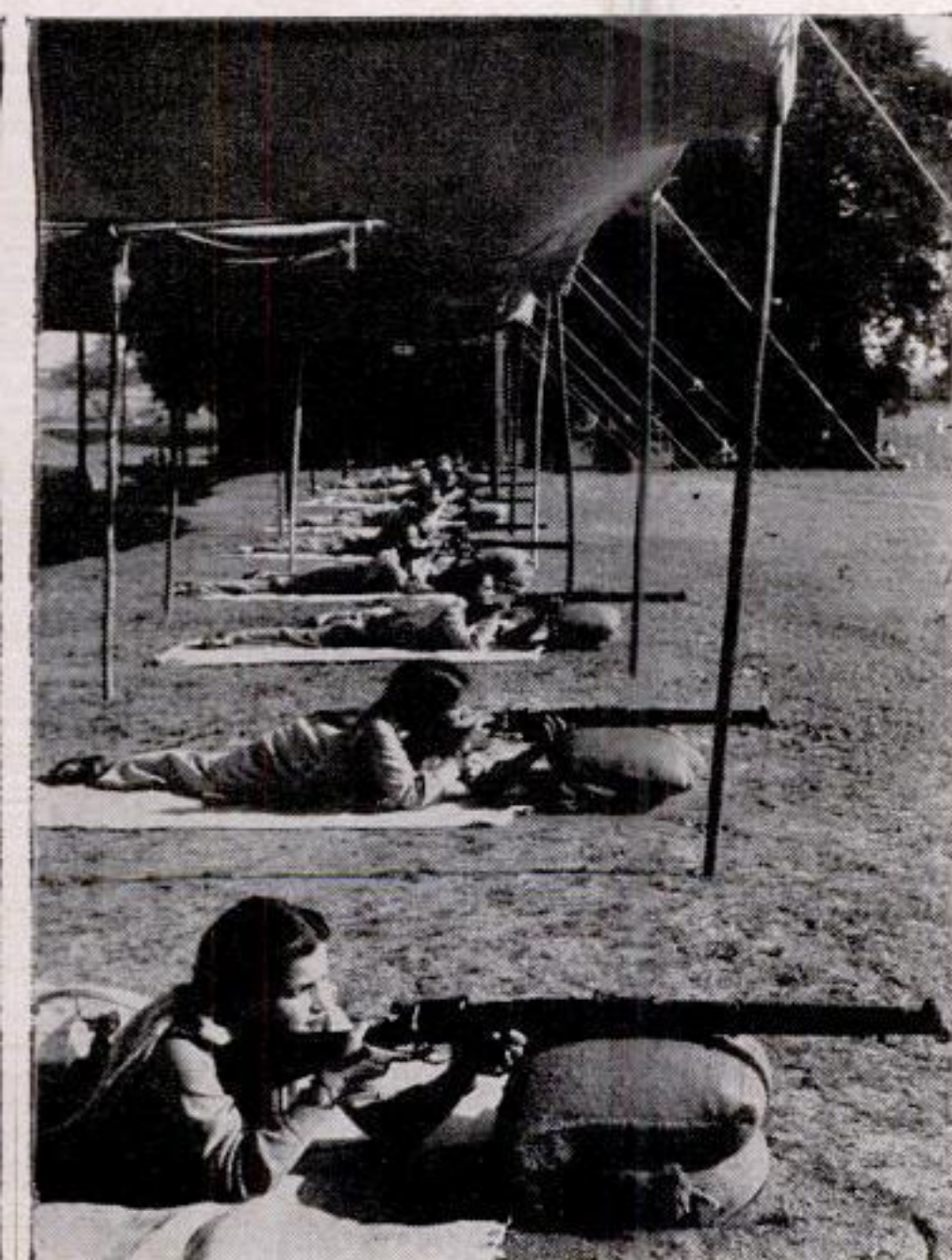
Under the Nizams, who came to power in 1713 and have had British support for the last 180 years, there has been no foolish talk about democracy in Hyderabad. Assisted by the Moslem minority, the Nizams have run the country like a private game preserve. The Nizam has never felt it necessary to apologize for his feudal views and would be happy to extend his rule to the whole Moslem world. In Hyderabad the Moslems have been understandably content. They own most of the great fortunes and hold the best jobs. Even Hindu temples (*right*) are modest in comparison with the opulent Moslem mosques. Although Hyderabad was free of communal disturbances last year, the Nizam did not discourage 44-year-old Kasim Razvi (*lower right, center*), a wild-eyed Moslem fanatic, when he began raising a primitive army of Razakars (volunteers) to resist Hindu India. This may have been a mistake. It was a series of border raids by the Razakars that provided the Indian Union with its thin excuse for military invasion of Hyderabad.



MOZZAMJAI MARKET is located on Abid Square in Hyderabad City, which has a population of about 500,000. Like square, city is orderly and well kept.



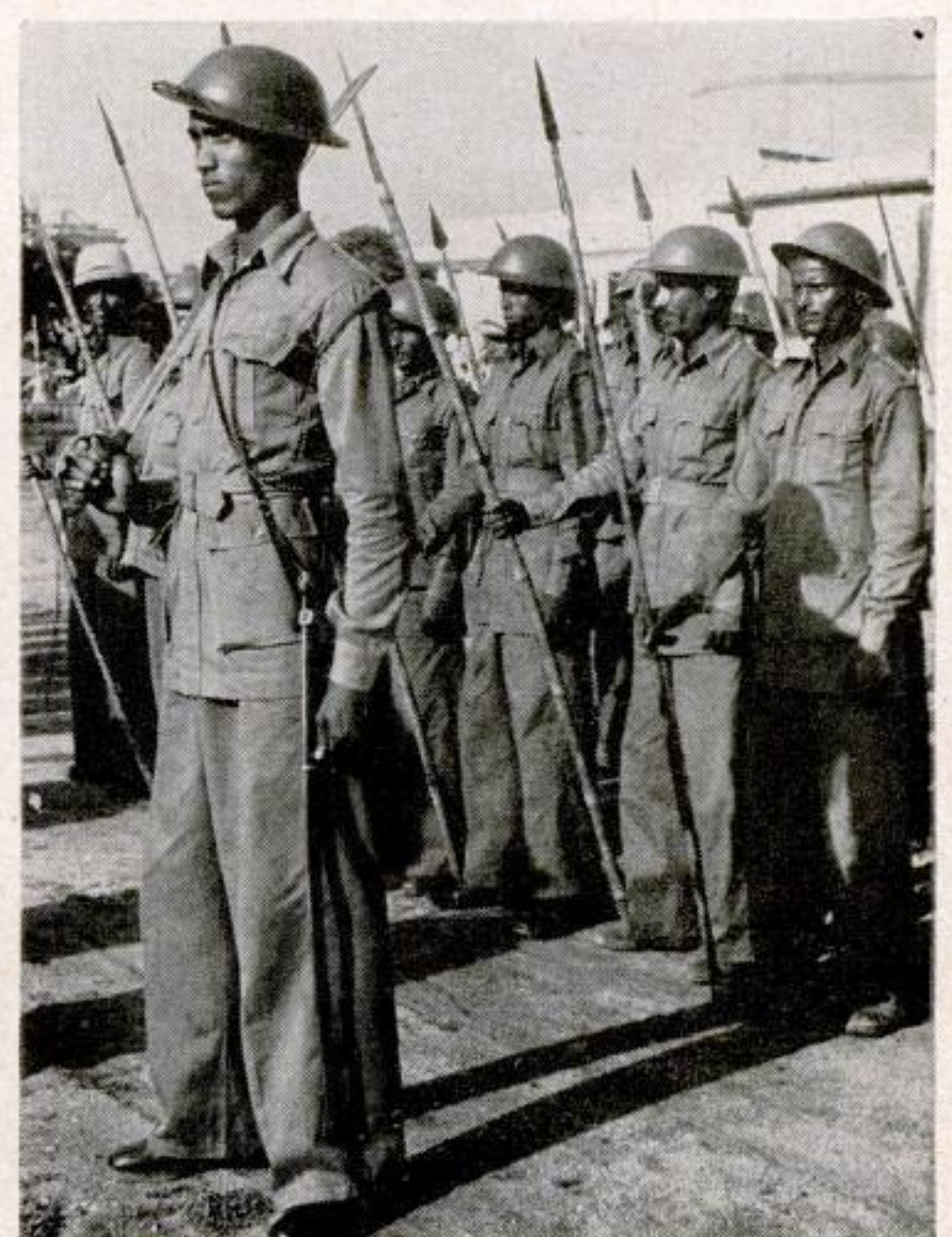
A SMALL HINDU TEMPLE (RIGHT) NESTLES BESIDE THIS GREAT, STREAKED GRANITE OUTCROPPING NEAR HYDERABAD'S CAPITAL CITY



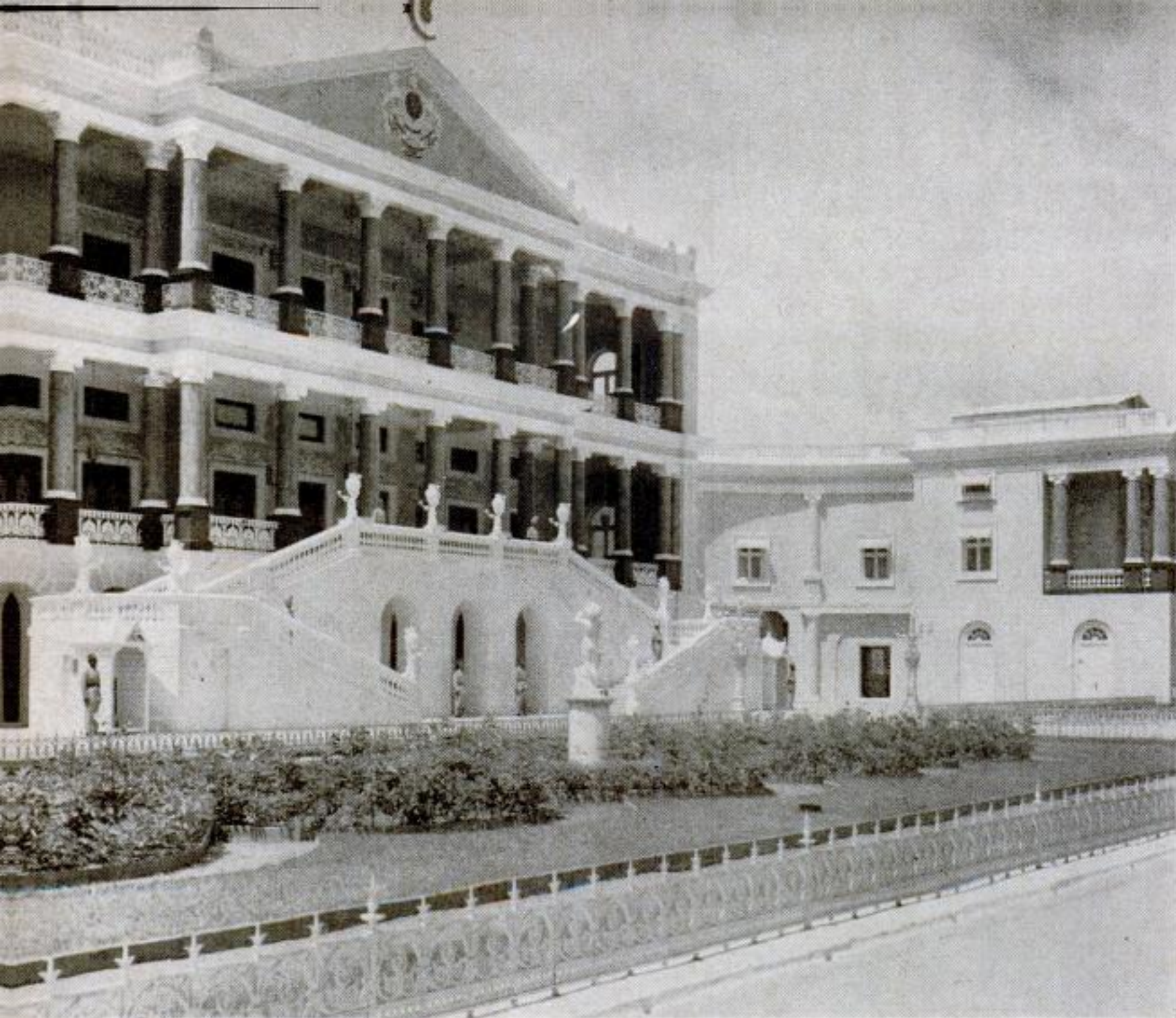
WOMEN'S LEGION was formed to help resist Indian invasion, but attack came before legion was ready to fight.



MOSLEM FIREBRAND Kasim Razvi talked of resisting the Hindus to the end, but his Razakars were overrun.



MOSLEM RAZAKARS, numbering about 150,000 men, included these tin-hatted fanatics armed only with spears.



DISTINGUISHED GUESTS ARE HOUSED IN FALAKNUMA PALACE

PALACES AND TIGERS ABOUND IN HYDERABAD

Few capitals in the world have a more dazzling display of fancy palaces and stuffed animals than Hyderabad City. Among the Nizam's 32 palaces are the Grecian-style Falaknuma (*above*) and the ornate Chow Mahalla (*below*), a copy of the palace of the Shah of Persia. Earlier Nizams made full use of these properties and also were great hunters, but the present regime has been purposely austere. Although the Nizam houses his guests in Falaknuma, he elects to live in the modest and unassuming palace of King Koti. Unlike his father, who was a bit of a lush, the Nizam is a pious Moslem and does not drink. He scorns hunting, leaving the abatement of the tiger nuisance to his playboy son, the Prince of Berar. The latter, who prefers polo ponies to politics, is responsible for the staggering display of tigers and lesser Hyderabad fauna on the right.



GRANDEUR of Hyderabad's palaces is indicated in this reception hall of the immense Chow Mahalla. The Nizam's luxury-loving father housed four of his wives in this palace.



THE MIGHTY HUNTER of Hyderabad is not the Nizam but his bespectacled playboy son, the Prince of Berar. This is the prince's personal trophy room, in the public



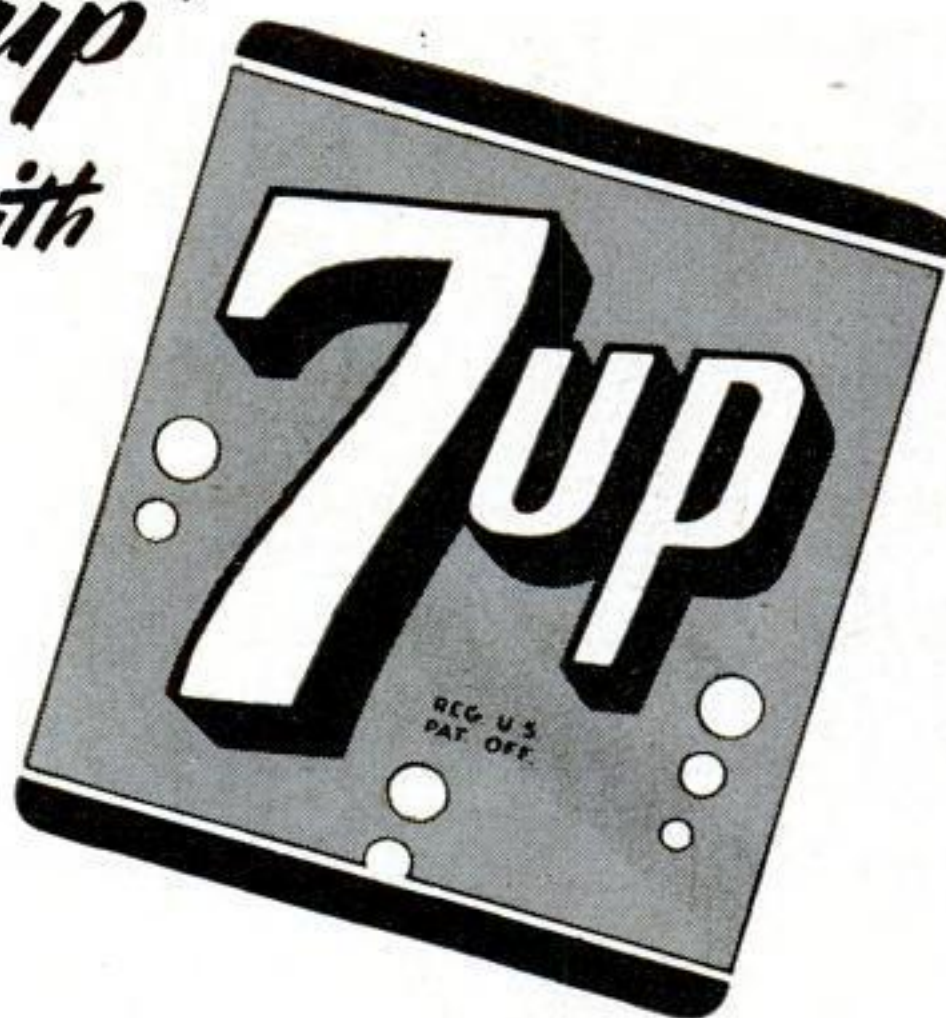
gardens. Hyderabad has lots of tigers, and visiting dignitaries usually are taken on a tiger hunt. The prince also has shot elephants and bison, as well as a wide variety of less cum-

bersome and ferocious animals. In 1937, during the celebration of the Nizam's jubilee, the prince presented his father with 35 tiger skins shot in only 33 days of hunting.

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HYDERABAD CONTINUED

THE NIZAM'S ROYAL PREDECESSORS



THE ROYAL LINE began in 1713 when Mir Kamruddin (upper left) became the first Nizam of the Deccan. The present Nizam's father is at lower right.

FAMILY HAS RULED FOR TWO CENTURIES

A devout Moslem ruler, the Nizam of Hyderabad claims direct descent from the Prophet and from Abu Bakr, first Caliph of Islam. In 1658 the first of the Nizam's ancestors came to the court of the Moghul emperor of India and soon was given some land in the southern part of the sub-continent. In 1713 his grandson, Mir Kamruddin, was appointed viceroy of the Deccan (the old name for southern India) with the title of Nizam-ul-Mulk, which means Regulator of the State. For 13 years after the death of the first Nizam his sons fought over the title. After assorted dark, fratricidal deeds Ali Khan—the fourth son—won out in 1761 and concluded a treaty with the British East India Company to consolidate his position. This British alliance lasted until 1947. In 1857 the fifth Nizam remained loyal to Britain through



PRINCE OF BERAR

the Indian mutiny, and in 1869 his son Mir Mahbub Ali Khan took the throne with Queen Victoria's express blessing. Mahbub, father of the present Nizam, lived up to the popular conception of an Oriental potentate. He kept several wives, drank prodigiously and sometimes stuffed his valet's pockets with jewels as he was led off to bed. Despite his spendthrift ways Mahbub left \$8 million—a cornerstone for the fortune his son has since amassed. Now 62, the present Nizam assumed power in 1911 and in 1918 was recognized by the British as the Premier Prince of India and "Faithful Ally of the British Government." Although his alliance with the British kept foreign troops in Hyderabad, Britain did not interfere with the Nizam's hobby of making money. The Indian Union may be less amenable, but in the cases of other princes New Delhi has not confiscated fortunes already in the coffers. It seems likely that either of the old Nizam's two possible successors—Azam Jah, the Prince of Berar (inset above) or little Nawab Mukkaram Jah (right), his son—will inherit enough to keep them comfortable, even if the sources of the royal income are tapped by the Indian Union.



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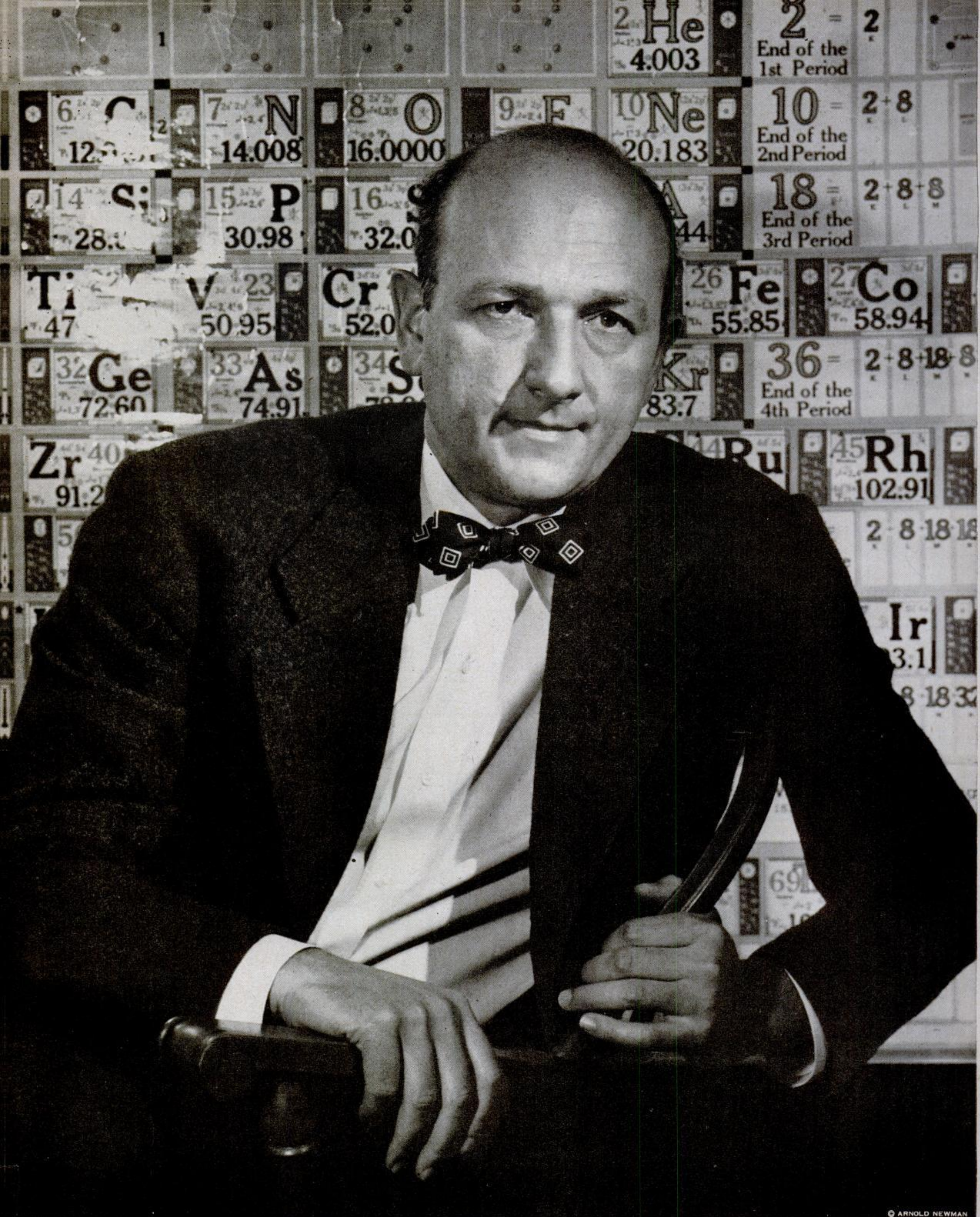
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DAVID LILIENTHAL, chairman of the Atomic Energy Commission, works at a functional, U-shaped desk of his own design in his paneled, booklined office at AEC's Washing-

ton headquarters. The chart on the wall behind him is a periodic table on which all the known elements are arranged according to the complexity of their atomic structure.

A PROGRESS REPORT ON ATOMIC ENERGY

Our goal is unbeatable superiority in all atomic fields—our ultimate hope still is for international control—meantime, too much secrecy may undermine our democracy

A DIALOG WITH THE CHAIRMAN OF THE ATOMIC ENERGY COMMISSION

by ARCHIBALD MacLEISH

CHAIRMAN David Lilienthal of the U.S. Atomic Energy Commission was leaning back in a big chair in the living room of the neat white house he has rented out past Bethesda. The third anniversary of the atomic bombing of Hiroshima was a few days off and we had been talking about that grim reminder.

"It's not only Hiroshima itself that pulls you up," he said. "It's what has happened since. Or hasn't happened. The plain fact is that we're worse off as a world than we were three years ago. Worse off because we've stopped thinking about the whole problem. Because some of the imaginary deadlines posted back in 1945 have been passed and nothing has happened, people—some people—are beginning to say this man-made earthquake isn't so bad after all. Believe me, it is."

He looked grave and tired. I didn't say anything for awhile. I was thinking how clearly, almost prophetically, we had seen the whole thing when it happened, and wondering what had happened to us and to the rest of the world in the three years since that sixth of August. Mostly what had happened to us.

"One explanation," I said, "might be that we think we *have* done something."

He looked at me.

"Your commission," I said. "The United States Atomic Energy Commission. We set it up . . . when? . . . January 1947. With a lot of talk and a lot of hearings and a lot of newspaper columns. And wrapped it in secrecy. And then lost it. In the secrecy. We'd done this much: we'd gotten the world's biggest problem off our hands into yours. Where we can't see it."

Lilienthal nodded. "I know. Secrecy on one side, a good deal of it necessary secrecy. And on the other side loyal and patriotic acceptance of secrecy. And the end result is one of the worst things that can happen to a self-governing nation—acquiescence in ignorance." He looked out the window at the oak trees in the heavy July heat. "It's a kind of suicide, isn't it?"

The words look pat and glib on paper but they didn't sound that way. Lilienthal puts his sentences together so slowly, almost experimentally, that you think at first he is fumbling for a meaning—until the sentence is finished and you realize suddenly that it was not confusion but clarity that slowed his tongue. The result is an impression of complete candor, of listening to spoken thoughts rather than to prepared speech.

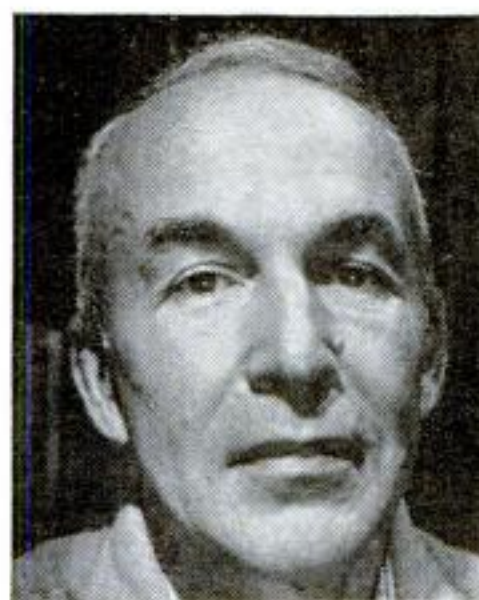
"What is actually happening," he went on, "is that an essential part of the people's business is being carried on without the people's knowledge. Public accountability tends to vitiate itself if the people don't have enough facts to go on because they believe the facts are secret."

"Isn't the thing you are up against," I said, "the thing democracies face in time of war? And isn't the solution, the only possible solution, the same? When you can't give the people the facts they need, you give them an overall evaluation of the facts by somebody who knows what he's talking about and whom they trust? You know as much about all this as any man alive."

"Over-all evaluations," said Lilienthal, "come from presidents and prime ministers, not from the people in charge of operations."

ABOUT THE AUTHOR

Archibald MacLeish, former Librarian of Congress and Assistant Secretary of State, has been a friend of David Lilienthal for many years. Recently, sharing the public's curiosity as to what the U.S. was doing to solve the problems involved in atomic development, he went to Washington, and had a long conversation with Lilienthal. Their dialog, published here with Lilienthal's approval, gives the most authoritative view possible of America's progress in the exploitation of atomic discoveries and the difficult problems that we, as a democracy, face in our future decisions concerning them.



"But in this case," I broke in, "it's precisely the people in charge of operations from whom the country wants to hear. Your commission is vested by law with a monopoly. I can't think of anything I *could* know about this business which I would rather know than your judgment on, say, three points."

"What three?"

"Well, first," I said, "the whole question of policy. When this commission was set up, this country's declared purpose was to secure effective international control of atomic energy. Then, on the 17th of last May, the United Nations

commission which was working on international control threw in the sponge. The Russians, having persisted through two years and more than 200 meetings in their refusal to agree with the rest of the world or with the laws of physics, had at last made it plain even to the most patient that the commission was wasting its time. And two months later the President said that though we still hoped for international control we were now going to bend every effort toward 'maintaining the leading position of the United States in the knowledge of nuclear energy and its military applications.' What does that new policy mean in terms of operations? Or, to put it the other way around, how do the things we are now doing advance our policy of working for international control?"

"What are the other two?"

"The present status of the operation and its future prospects. In your judgment, should we be satisfied with what we have accomplished thus far? And should we feel confidence for the future?"

Lilienthal looked back at the sunlight on the oaks. "I don't see your difficulty with the declarations of policy."

"With all respect," I said, "they don't add up. As I read them, we still believe that the only way to avoid world disaster is through world control. But, at the same time, having failed because of the attitude and tactics of the Russians to get effective international control, we announce that we are going to arm ourselves with atomic weapons as rapidly as possible."

Lilienthal interrupted me. "A meaningless agreement—an inadequate control—would have been worse than no agreement. It would have bred a false sense of security. And the door is open, really open, for the Russians to come back."

"But my question is, what are we *doing* to get effective international control now that the Russians have rejected the only kind of control which will work? What are we doing, that is, besides piling up atomic weapons?"

Lilienthal, who is as slow to exasperation as any man I know, drew an audible breath and shifted his big body in his chair. "Piling up weapons, as you put it—and incidentally you don't 'pile up' atomic weapons in an arsenal as you do blockbusters—isn't unimportant from any point of view. For one thing we are buying time for the working out of a decent and human solution of a very difficult problem. For another we are making certain that our purpose to arrive at a decent solution will be respected."

"Then what we are doing now," I said, "is to produce arguments, if you can call them that, in support of our original proposal?"

"The point is," said Lilienthal, "that we have two objectives in mind.

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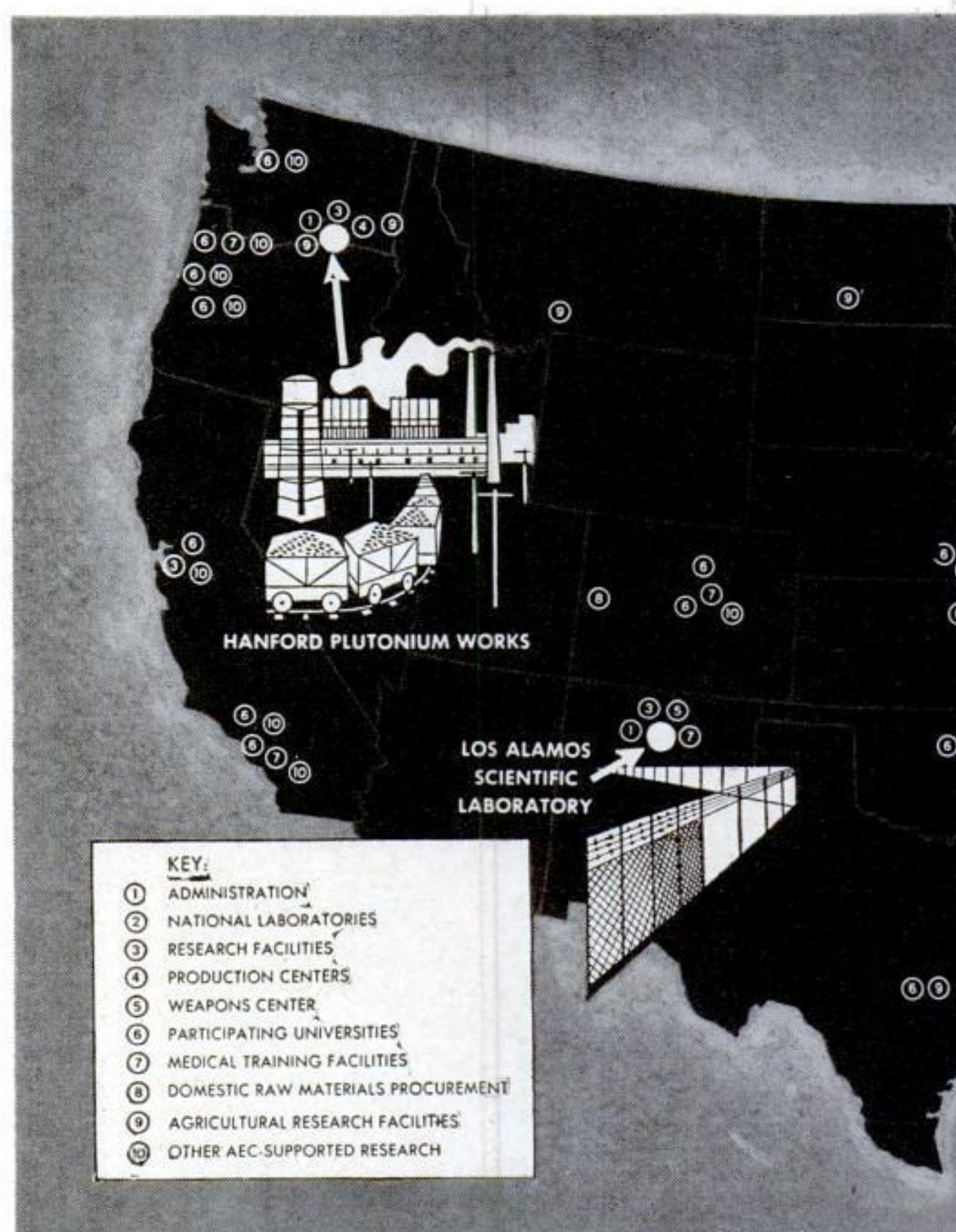
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ATOMIC REPORT CONTINUED

The ultimate objective is still international control. Failing that for the present, what we've done is to fix a shorter-range objective along the same road. That interim objective is American pre-eminence. But not pre-eminence in atomic weapons alone—pre-eminence in atomic development in all fields right across the board—health, industrial uses, agricultural uses, uses in research and in the advancement of knowledge—the whole scale."

"And my question," I said, "is how these two objectives can be said to lie along the same road."

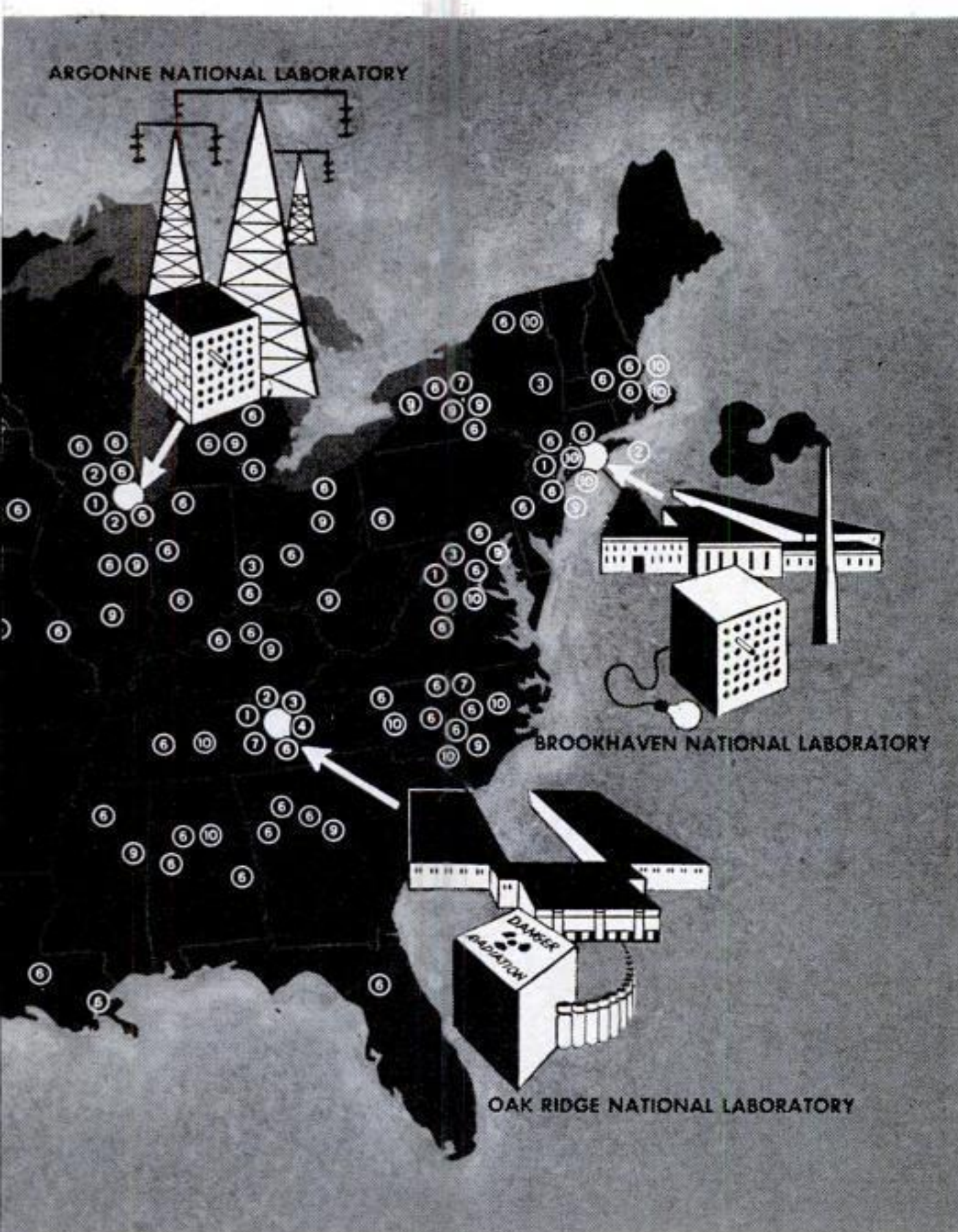
"Because the drive for American pre-eminence across the board in all areas of development of atomic energy gives the greatest chance of anything I can see to advance the ultimate objective."

"I don't follow you."

"Well," said Lilienthal, "what we want and must have is real international control. The Russians were talking about paper agreements that lacked reality and we wanted the reality. But how do you get the reality of atomic control? The best hope of getting it right now, in my judgment, is through actual development of atomic energy—to demonstrate the all-pervasive power of this new instrument of knowledge and its potential usefulness. If we succeed what we will be saying will be something like this: here are things atomic energy can do for mankind—or could do if it were under international control—if it were free of the shadow which hangs over it in the hands of single nations."

"And you think . . ." I started to say.

"Look here," said Lilienthal, leaning forward in his chair, his voice lower in his excitement. "See what you have. You have a new immeasurable fundamental force. The planet is its natural theater of exploitation. There are no Russian neutrons or British neutrons or American neutrons. The beneficent consequences of the exploitation of this force will affect all men. Cancer exists everywhere. Russia included. Food is short everywhere. Russia included. Power is needed everywhere. And not least in Russia. If the peoples of the world can be brought to see in actual demonstration that only by common labor can they exploit this new, vast knowledge for their own advantage, the hope for real peace can be brighter than it has ever been in history."



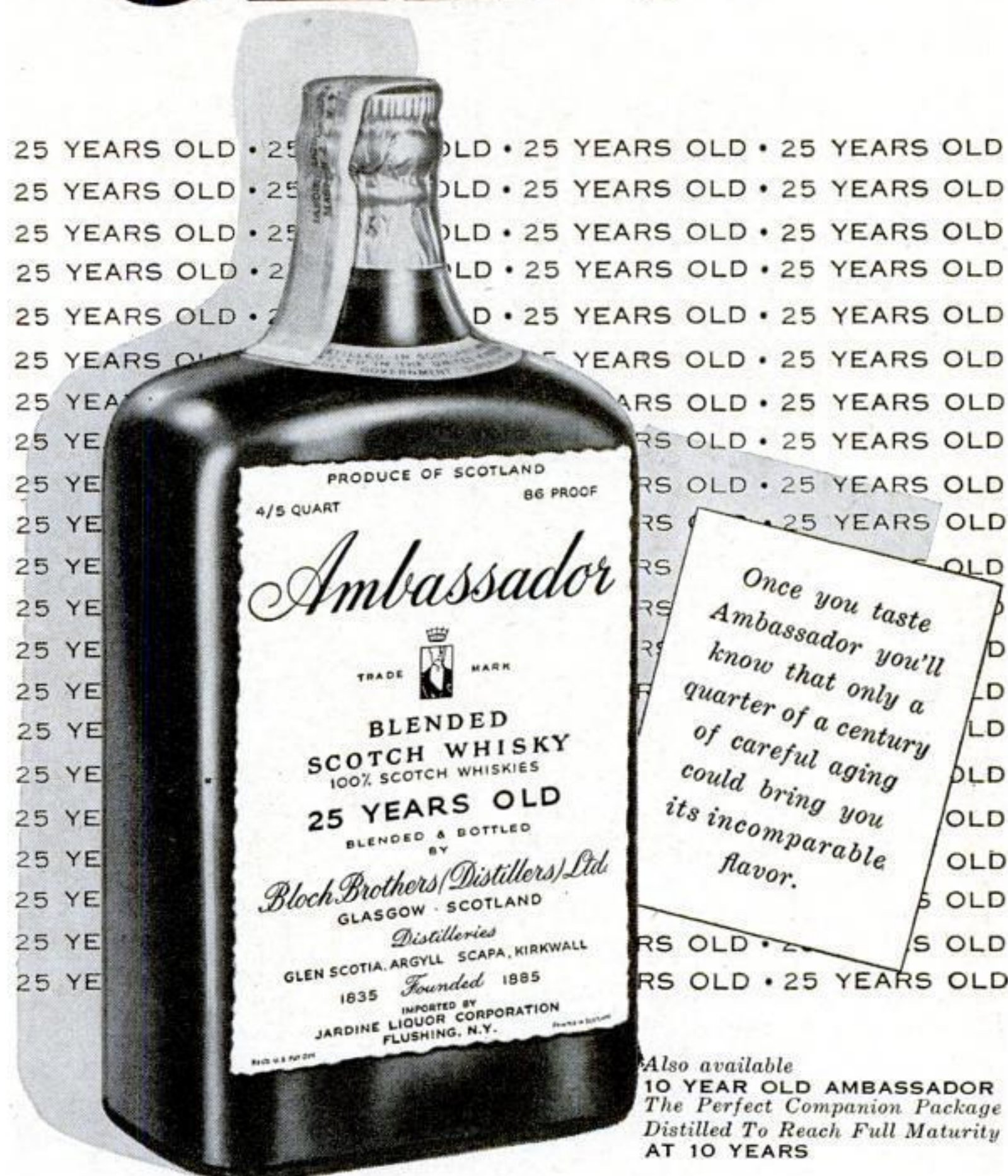
"The imagination of the whole world will be spurred if our medical and agricultural and industrial progress is as great as I know it can be. These things—these great handholds on knowledge—are within reach. Can any ruling group, however powerful its hold, stand up to its own people, if they are left out of these great human advances—and the even greater advances the early results forecast—left out because their government has seceded from the earth?"

"Competition, yes," Lilienthal answered, "but increasingly the kind of competition on which science thrives. The area of dominant fact in any age is always an area of competition. The Russians know this. The men in the Kremlin have put their blue chips on their ability to outstrip the rest of the world, meaning us, in science. In *Pravda* for March 3, 1948, the Minister of Higher Education of the U.S.S.R., Kaftanov, reminds his charges that 'Comrade Stalin has confronted Soviet scientists with the task of exceeding the achievements of science outside our country in the next few years.' It's a long, long bet from the Russian point of view but the Russians surely know that if we succeed in mastering atomic energy on behalf of mankind, and for the benefit of mankind, without impairing our free institutions in the process, those institutions will be invulnerable to attack for a very long time to come. They also know that if *they* succeed and *we* fail 'the revolution' won't be necessary. It will have happened."

I THOUGHT that over. "In other words, you're hoping to give practical proof that the atomic age, if that's what it is going to be, can be not only peaceful and marvelously abundant but free. Is that it?"

CONTINUED ON NEXT PAGE

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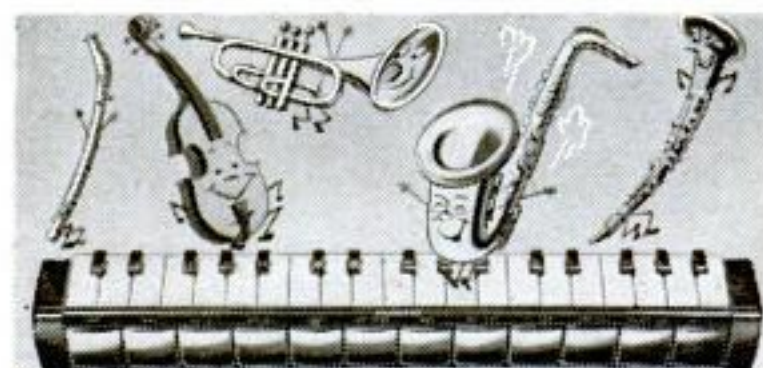
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ATOMIC REPORT CONTINUED

"Well," I said, "if you do keep that purpose in view your objective, your interim objective, becomes quite a target to shoot at."

"It does indeed."

"Are you going to hit it?"

"That's your second question isn't it?"

I said it was—the present status of the operation.

"It's a hard question to answer," Lilienthal said. "For more reasons than one. Pre-eminence means pre-eminence relative to others and we can't of course be altogether sure what other nations, not our friends, are up to. The only safe course is to measure our own progress against a kind of par for the course—a tough but possible scale of accomplishment."

He was silent for a long moment. Then, speaking very deliberately and very quietly, he said, "The United States has today under a rather considerable head of steam what is, as a whole enterprise, the largest, most complex and most extensive scientific, educational, industrial, technical and weapon engineering undertaking—well, in the history of the world."

Neither of us said anything. Then he turned back to me. "But whether we will hit our target even so. . . . It's hard to judge. Not just to keep ahead but to establish unchallenged superiority—to do this without crippling our democratic institutions—that's quite an undertaking. When I think of the difficulties we know already and those that are continually cropping up, I can't help feeling we'd be the blindest kind of fools if we didn't recognize that we *could* fail—that whether or not we'll make it is a nip-and-tuck business."

I thought of the laconic published reports of the successful proving-ground experiments at Eniwetok in April and May of 1948: "Operation Sandstone confirms the fact that the position of the United States in the field of atomic weapons has been substantially improved." Apparently Lilienthal was thinking of the future, not the present. I went back to his general summary of the American position. Could he document it a little? Could he tell me a little more precisely what we were doing?

Our vast atomic empire

HE surprised me by saying that he could—not only what but where. He pulled out a big outline map of the U.S. with red location dots and spider-webbing lines. "Here. Start at the northwest corner. Hanford, Washington. This is our plutonium-manufacturing establishment. One of the largest single construction activities in our peacetime history. The greatest measured in intensity and scale of effort in a given space of time."

"Berkeley, California." He moved his finger down the coast. "Here the greatest atom smasher in the world is being built and here you find great physicists like Lawrence and great chemists like Seaborg. It was here that the meson was first made—that is, produced under controlled conditions, and it is here that some of the most exciting and significant research on earth is now going forward. Research—basic research—is going on, of course, in universities and laboratories across the country, much of which we finance and generally direct. This is a tremendous undertaking and one of the very first importance to the attainment of our interim objective. Some people don't understand this. They seem to feel that basic research is a luxury, or that we can pursue it in one direction—weapons, say, or medicine—without pursuing it in others. The fact is, of course, that basic research is not a luxury but the bread of life. All science benefits. One of the most extraordinary effects of the great discoveries in nuclear physics is the boost it has given to research elsewhere."

Lilienthal turned back to his map. "All right. Jump across here to Grand Junction, Colorado. This is the center of the domestic search for uranium ore. Colorado Plateau largely. We are developing new techniques for exploration and for utilization of low-grade material. What the mineralogists call 'favorable concentrations' of uranium are scarce though exploration will probably change the picture. And the exploration is exhaustive. I suppose it is the most extensive and systematic search for a single element ever mounted."

From Colorado we moved down to New Mexico. "Now Los Alamos," said the chairman. "Here is where weapons research goes on. Certain kinds anyway. Also weapons production. But Los Alamos is a laboratory, not a factory: perhaps the finest physics laboratory in the world—manned by scientists and technicians, not mechanics. An atomic weapon is no assembly-line product—to put it mildly. I suppose you could say that this mesa in New Mexico with some 8,000 people crowded onto it—and where will it expand to?—jump to the next mesa?—is about the most important spot in the world today. Here are the men who have the data about the vast

CONTINUED ON PAGE 121

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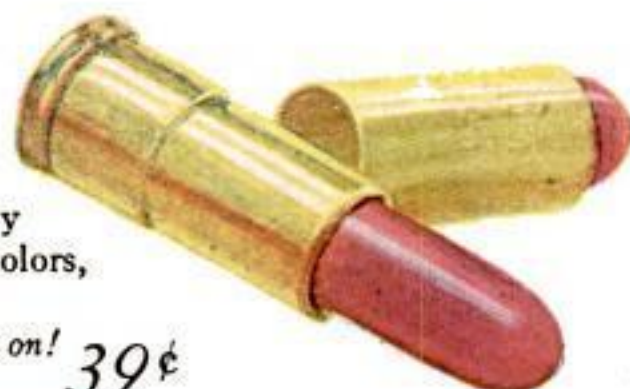
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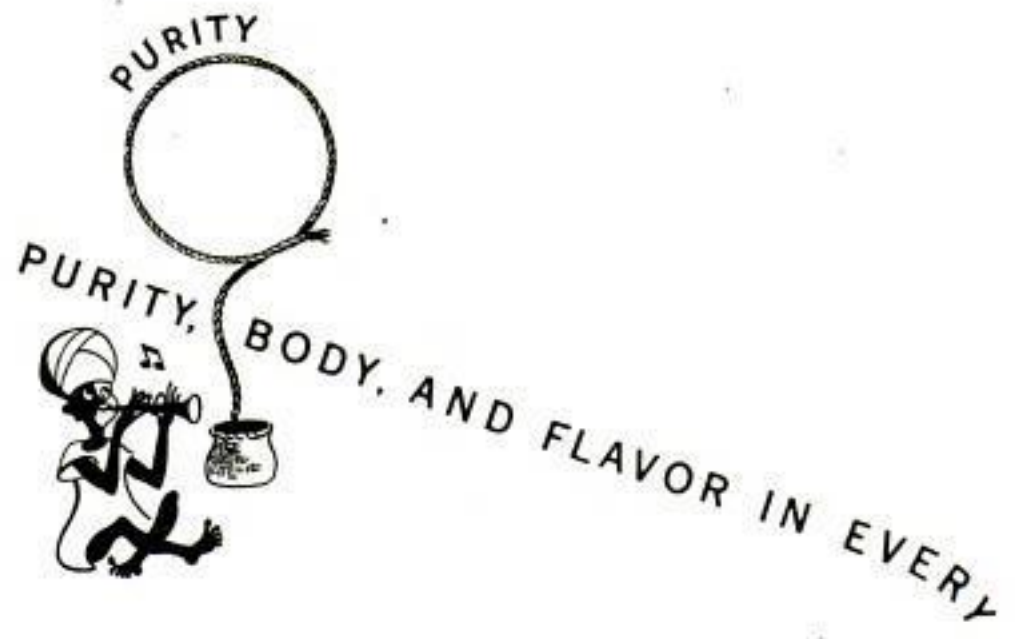
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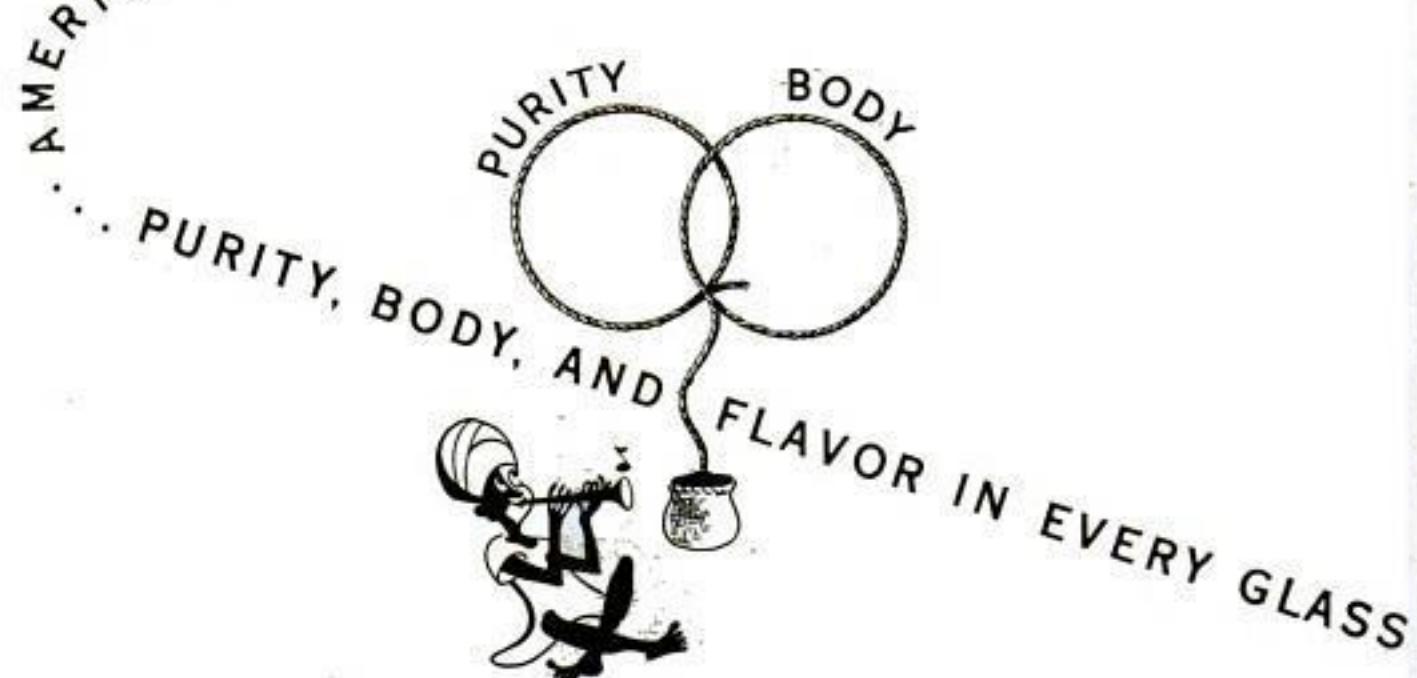


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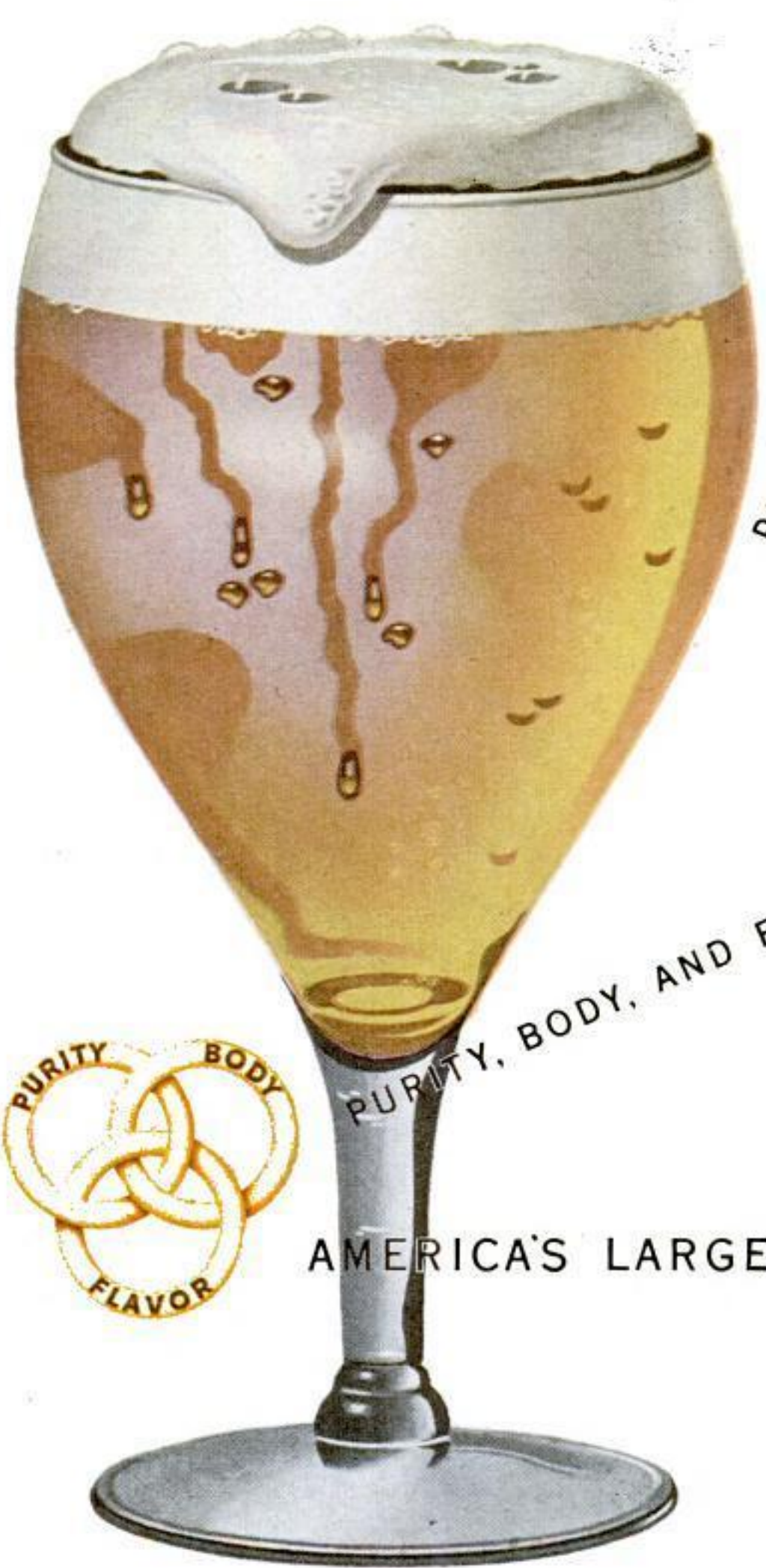
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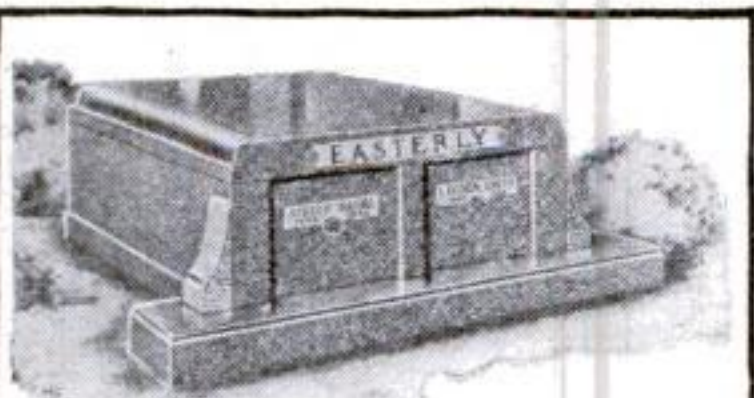
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"A DANGEROUS SITUATION" is developing, according to Lilienthal in a speech last week, because atomic scientists fear they will be smeared in "loyalty" witch hunts, hence refuse government service. "A healthy atomic program simply cannot stand still. It takes a particular kind of people. . . . We must have more of them, and we must have them right away. Otherwise I must advise you that we face the imminent threat of stagnation."

ATOMIC REPORT CONTINUED

explosions at our proving ground on Eniwetok, 7,000 miles away, and the minute but profound explosions in the cyclotron at Berkeley.

"All right," he went on, "slide over here to Ames, Iowa. Here you have Frank Spedding, a great chemist, a great laboratory in process metallurgy, and pioneer work in making uranium of the required purity. Now Chicago. The Argonne National Laboratory. This is an outgrowth of the laboratory that started under the west stand of Stagg Field during the war, where the first chain-reaction pile was set up. Argonne is now a great laboratory center for the universities of the Middle West, with piles in the Cook County Argonne Forest, and 4,000 acres for development in Du Page County, together with about \$60 million worth of equipment and buildings. And a new cancer-research hospital is planned for the Midway. The job here is in part education of new people for work in all these related fields. One of the things that can hold us back is lack of trained men, and education is therefore an essential part of the national effort to reach the interim objective. With its equipment Argonne is a center of research. Advanced students—students and teachers both—come to it from some 30 colleges and universities round about. But Argonne is not an educational institution only. It is also a great research and development establishment studying useful-work reactors—that is, piles which may, someday, 10 or 20 years from now, produce industrial and commercial power—and high-flux reactors—piles from which you permit the escape of a beam of particles of an intensity never before achieved. The next reactor we want is one which will produce heat for industrial processing or which can turn a turbine for the production of electricity. Also at Argonne work is going forward on a breeder pile—a pile that will replenish itself with its own fuel. Operation Bootstrap, my colleague, Bill Waymack, calls it.

"Oak Ridge next. This is the great industrial operation where the fissionable part of uranium is separated out. Oak Ridge, which the Carbide and Carbon Corporation runs for the commission, is one of the biggest industrial undertakings in the country, with a single building nearly as large as Willow Run. Some 36,000 live in the town. (Hanford—or its town of Richland—has about 30,000.) Oak Ridge is the center of production of isotopes, or 'tagged atoms,' which are shipped all over the country and abroad for research and medical purposes. The plant itself was built, of course, during the war. What's going on now, in addition to production, is process improvement and then, perhaps as important as anything, the development of the Oak Ridge National Laboratory which, with its affiliate, the Oak Ridge Institute of Nuclear Studies, is a vital part of the educational program in the South with 19 universities participating."

There were a lot of other dots on the map but Lilienthal went

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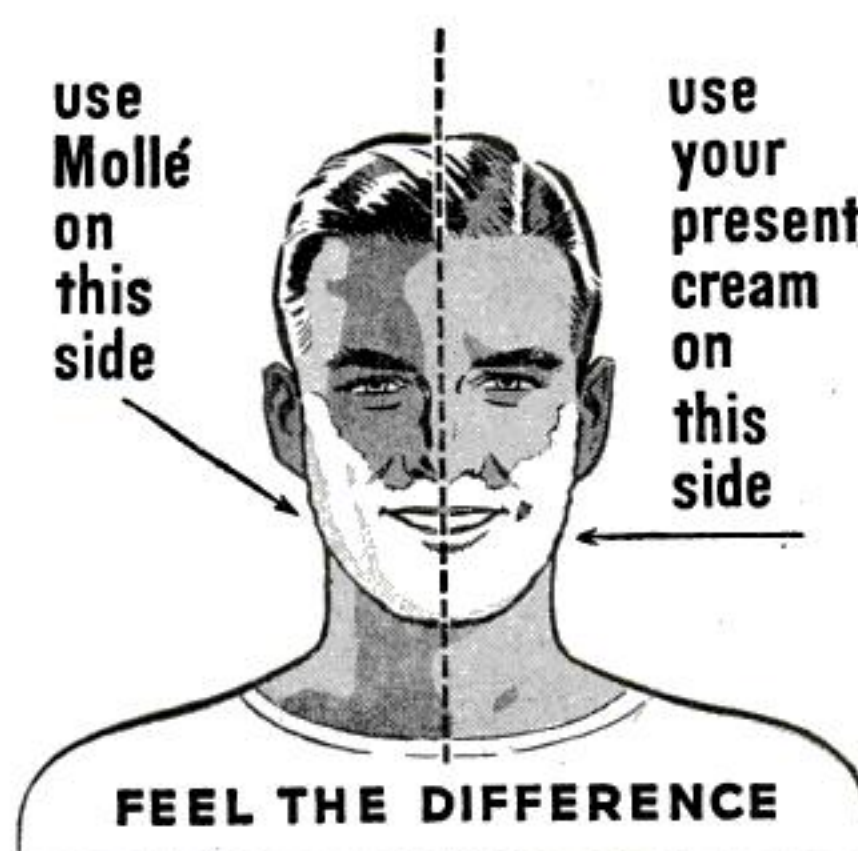
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ATOMIC REPORT CONTINUED

back to his chair. "That's typical of the general picture. Brookhaven on Long Island is to the east what Argonne is to the Midwest. Fundamental research, no production. Exciting things are going on at Rochester in medicine and at Schenectady in the production of useful power. It's a national effort. An application of all the country's resources to as tough and demanding a job as any we ever measured our strength against."

"But even if we throw everything we have into it," I said, "you regard the prospect of success as doubtful?"

The chairman grinned at me. "Question three?"

"Question three," I replied. "Future prospects."

"The answer is, No. Future prospects are not doubtful, in my opinion, if we throw everything we have into it. None of the obstacles in the way are in the nature of things."

"What are they? Congress? The military? Interagency jealousy—that ancient Washington itch? Or the whole machinery of democratic government? There are always people around who argue that self-government is a luxury in a technological age. You know the line."

"I know it." Lilienthal's voice was gentle. And surprisingly intense. "They're the same people who knew we couldn't compete with a modern streamlined dictatorship in a modern war. They were wrong then and I am betting my bottom dollar they're wrong now. They'll always be wrong because they start from the wholly false assumption that a society can be more efficient and more intelligent than the people who compose it. I suppose I've seen as much of Congress—some members of the Congress anyway—as anyone. It isn't Congress. . . ."

"How would you put it? Are the obstacles connected in any way with the fact that the enterprise is government-run?"

"They are indeed. Put the whole thing in its historical perspective for a minute. In the past, from the beginning of the industrial revolution, new advance has been pioneered, and tested, and questioned, and developed by individuals. Industrial revolutions have had their beginnings in very small centers of competition: they haven't started full-blown with all the wheels within wheels of government operations. It was the flexibility of individual enterprise and the competition of individual minds which exploited every other basic discovery in our technological past. This discovery, however, is being developed and must be developed at this stage, and as things now are in the world, by government. Which means not only that you have a lot more wheels in the machine, but that certain essential elements of successful exploitation—inventiveness, adventurousness, imagination, competition, drive—have to be supplied in some way other than the way in which they have been supplied in the past."

I told the chairman I had read a recent article in a technical journal which sounded as though some people thought the solution of that particular problem was to break the job into pieces and turn some of the most important pieces over to private operations. "Integrate the atomic energy industry into our national economy" was the phrase used.

Private industry cannot handle the problem

THE chairman shook his head regretfully. "I'm afraid that particular kind of advice won't help the country much. Of course private industries play a part—a most important part—as contractors for the commission. They must continue to. But the flaw in the phrase you just quoted is the term 'the atomic energy industry.' There isn't any atomic energy industry in that sense. There is an elemental process which is at once and in one package a key to knowledge, a means of therapy, a source of power and a weapon of devastating destructiveness. And the point is that it is all these things at once. You can't really segregate peacetime use from potential military use. Fissionable material in a power station would be so nearly a weapon that you couldn't drive a lawyer's definition between the two. And an atomic industry would be so nearly an atomic arsenal that the people would be shocked if any one seriously proposed leaving it to private individuals to run as if it were any other industry. This was so clear to Congress—and to a Congress, mind you, which was extremely skeptical of government operations in all other fields—that the Senate voted without dissent for government monopoly. No, there's no escape from the quandary that way. Once you have a reactor, a pile, whatever you say you plan to use it for, you have a potential instrument of war from which possible enemies must be excluded. And that is certainly government's function in any kind of society."

"I don't think the country needs much persuading of that," I said. "But let's get back to your obstacles. How about the military?"

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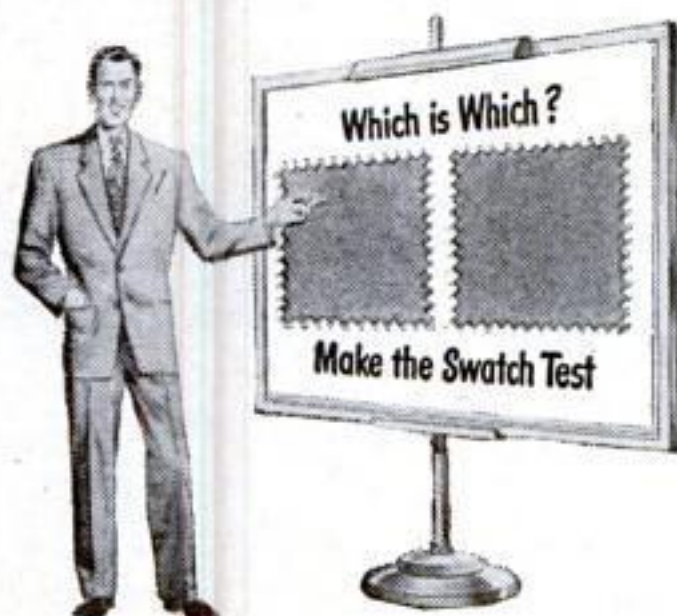
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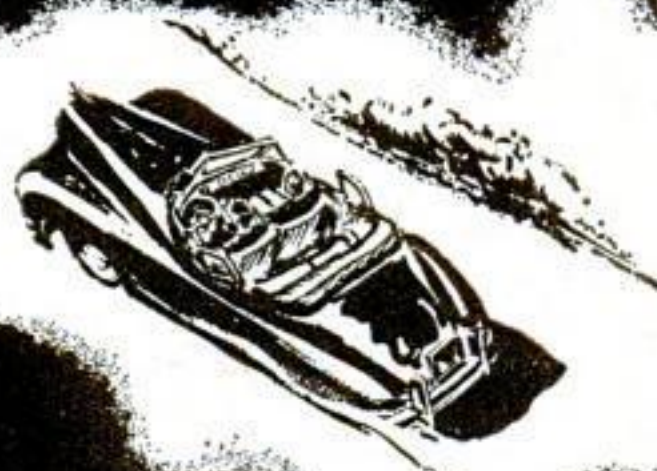


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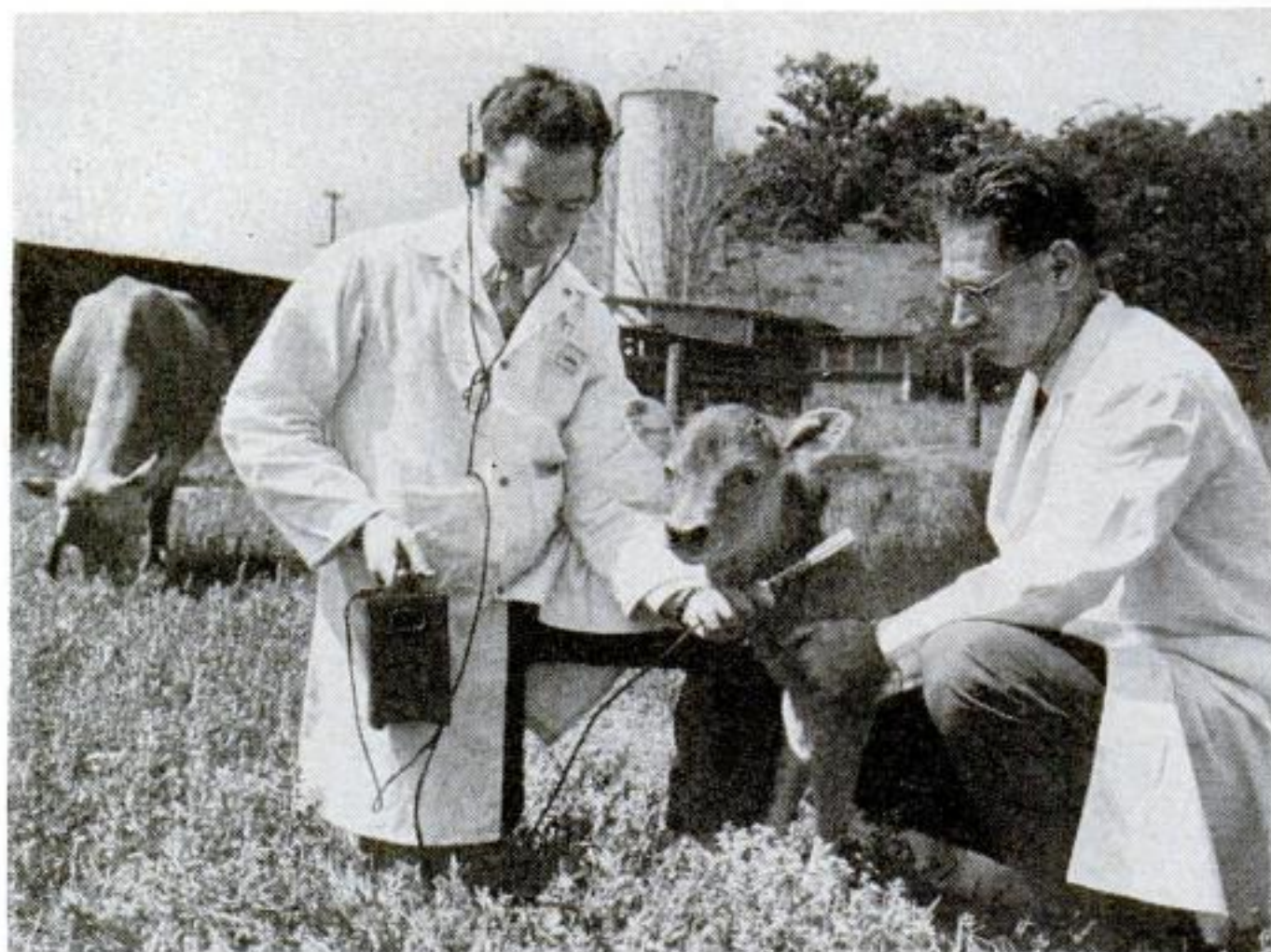


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CONSTRUCTIVE USES of atomic energy include studies in which AEC-sponsored radioisotopes are used to determine mineral deficiencies in livestock. Above: scientists test a 4-day-old calf with Geiger counter to find out if its body contains any of the radioactive mineral which had been fed to its mother.

ATOMIC REPORT CONTINUED

According to the peephole boys you live in one long wrangle with the Pentagon and the brass."

"Well," said Lilienthal, "the McMahon Act provides for appeal by the military to the President where they disagree with us, and so far, for 18 months, there has been no appeal. Quite a record."

I didn't doubt it, but I still wanted to know what the principal hazards were. "Here you are, playing against par, with the future of the country at stake. Where are the sand traps that worry you when you think ahead?"

"The worst—well, not the worst but a deep one and a bad one is the whole problem of recruiting people and holding them in government service."

"Salary?"

"Yes, but not altogether. The salary situation is bad. It's hard to get and keep the kind of people we want. But it isn't only salary."

I realized, as does everyone else by this time, that government service as a whole has been made increasingly distasteful to self-respecting men in recent years by the kind of character assassination for political ends which has become standard operating procedure with certain types of politicians and certain categories of Washington journalists. I asked Lilienthal if it was this he had in mind. "Partly," he said. "It's pretty hard to get people of the kind we want and harder still to hold them in the face of that kind of thing. Sooner or later a man gets fed up with defending the stockade against the hoots and stones and flaming arrows—and on mighty short rations at that—and goes out and joins the Indians where he can do a little hooting and slinging on his own."

"You look," I said, "as though you had felt that way yourself."

"I have," he said, "and I may again. I decided right off that if I was to be any good at all I should consider myself as expendable in this job. There are some issues to be settled in this venture which can probably only be settled over a dead body."

"But if your personnel problem isn't the chief obstacle what is? Not Congress, you say. Not the military."

Lilienthal was silent so long I thought he hadn't heard me. Then he said, "I'm not hesitating because I'm in doubt about the answer but because it's so hard to put. It has to do with the whole problem of secrecy we were talking about at the beginning. There's a kind of paralysis of secrecy that keeps people from even thinking about the problem. But the paralysis is a symptom, not a cause. The real difficulty lies deeper. It lies in the essential paradox, if you want to call it that, of this whole undertaking."

"Paradox, how?"

"The paradox of secrecy in science, secrecy in democracy. They're contradictory things. And yet at this stage, this interim stage, of the development of atomic energy they have to live together and get along. Take secrecy and democracy. They just don't go together. They never have, actually. But we're a democratic people with a democratic machinery of government and we're now engaged, as a people, as a nation, in a tremendous undertaking in which some secrecy is essential. Or take secrecy and science. Secrecy in true scientific research is almost a contradiction in terms.

CONTINUED ON PAGE 127

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ATOMIC REPORT CONTINUED

And yet this atomic undertaking, surrounded by secrecy as it is, and must be, in certain of its most critical aspects, is founded on scientific research and depends on scientific research for its success."

"I see the paradox," I said, "but what effect—what practical effect—does it have on the work that has to be done?"

"All you have to do is to think back to the objective we have set for ourselves. Our target is national pre-eminence—clear, unchallenged, demonstrable, national pre-eminence right across the board. Not just to keep ahead but to lead. This is endangered in a direct and very practical way by the paradox of secrecy. Scientists are more and more reluctant to work under these, to them, unnatural and distasteful conditions. Industrial firms and universities would rather not take on this kind of work with all the added risks and worries—the security clearance and the special badges and the red tape and the atmosphere of surveillance. Those are practical obstacles. And so are the difficulties on the democratic side."

"They are indeed," I said. "So practical that they could defeat everything you are trying to do."

Lilienthal let that observation hang. "I've believed for a long time that this would have to be talked out no matter what dead bodies were stumbled over in the process. The whole question is so charged with emotion that that's not just a metaphor either. Anyone who talks about secrecy and atomic energy together may find himself shouting into the wind of hysteria. Which is perhaps why some of those who ought to talk about it refuse to. We have never really, seriously, faced the problem of secrecy and certainly we have never thought our way through it. Too many of us have grabbed at the notion that secrecy equals security. Actually secrecy can destroy the security of a nation if you make secrecy an end, rather than keeping it a means."

"Never faced the problem as a people?" I asked. "Or as a government? Or as a commission?"

"Either way. Any way. Of course, there isn't a fixed, ready-made answer any man can come up with. No program a technician could draft would really be worth much. If we get the idea that there is someone to whom we can just assign the job of finding answers to questions like this we really are sunk. Some nations have adopted that method of answering their questions and the results haven't made many of us anxious to emulate them. No, we've got to find the answer to this one for ourselves as a people, and the only way we're going to find it is to keep asking ourselves over and over again, day after day, the fundamental question—what is the democratic solution to a problem no democracy before has ever had to solve. We can't dodge that responsibility by saying the problem is too large, too vague, to think about. In a democracy it's precisely the large questions, the vague questions, the people must answer."

"Which implies," I said, "that you think a reasonable security policy could be worked out?"

"If we face the issues."

"What issues?"

How much should the people know?

LILIENTHAL leaned forward. "Dozens of them. Let me give you a few. There is one piece of vital information which is known only to the commissioners and a very few others. It is not disclosed to the Joint Congressional Committee on Atomic Energy—at the Joint Committee's request. It wasn't known even to the top military people when the commission took over. And yet a strong case can be made that it is knowledge essential to fundamental decisions which a self-governing people, if they are to be really self-governing, must make for themselves. That information is information about how many atomic weapons we have, the number and power and rate of production. Why it is so closely guarded is easy to understand. The facts would obviously be helpful to those who wish us ill. But they would also be extremely useful to the people of this country. Armament is a matter which has always been regarded as of such vital public concern that considerations of secrecy have had to yield. The debate on the proposal for 70 air groups—certainly a most revealing bit of information—was carried on in public. There is a great deal of doubt, among thoughtful people, of the wisdom of secrecy on a matter like that."

"And the question we have to face is whether the advantage to the functioning of self-government here overbalances the advantages others may gain from such information?"

"Obviously. Here's another example. What's the top question people in this country are likely to ask? It's apt to be, 'Have the Russians got the bomb?' Whatever we've learned about Russian progress is of course a closely guarded secret. The reason is obvious. The Russians would certainly like to know what we know about

CONTINUED ON NEXT PAGE

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Hot Heat before I'm scarcely
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No Wait for Engine Warm-Up!**

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ATOMIC REPORT CONTINUED

what they know. But that same knowledge is a matter of the highest concern to the American people who must make decisions. How do you weigh these conflicting arguments?"

"No one could accuse you of dodging the thorny instances," I said. "Are you proposing that the security regulations should be altered so as to make the weapons production figures public?"

Lilienthal looked at me for a long time—looked at me and through me at someone or something far beyond. "The commission has not proposed it. And I don't know whether we ever will. But I do know this—that one of the most urgent jobs we have to do as a people is to think our way through this whole question of security. For believe me"—he hesitated a moment—"much that we are to be depends on it. What is it Ophelia says? 'We know what we are, but know not what we may be?' We know what we are in this country—a free and self-governing people, the most powerful and the richest in the world. But what we may become depends in very large part on what we do in this one matter."

I have no defenses against Lilienthal's earnestness and I want none. "I believe you," I said. "But I still don't know how you yourself would answer my question. Our whole hope for peace and a free world and a decent life is piled up—now that the United Nations Commission has stalled—on the ability of this country to attain your interim objective. There are reasons, in your judgment, for believing that we may fail. One of them, and the first as you see it, is the way we have acted in this difficult business of secrecy and security. I'd like to ask you two questions to be answered on faith and belief. May I?"

"Of course."

"Do you think it is possible to find a democratic solution of the problem of secrecy which will give us the kind of protection we ought to have while at the same time enabling us to retain the reality of our government of ourselves?"

"I have no doubt of it whatever."

"That means we can do it if we will. My second question is, will we?"

"Yes, we will. We will if we see what the problem is. And see it in time. Because if we see what the problem is we will see its importance to us; and if we see its importance to us we will inform ourselves about it; and if we inform ourselves about it we will do something about it."

We sat looking at that doubtful future somewhere in the shadows in the corner of the room.

"On the basis of those answers," I asked him, "do you want to revise your estimate of the chances of success?" He laughed for the first time in a long day of talk. "On that same condition. Yes. I'd say we'll make it."



HOPE FOR FUTURE in the atomic field lies in intelligent discussions like this one in a Stamford, Conn. Methodist church, according to Mr. Lilienthal.

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NEW MEN'S HAT SENSATION - the luxurious **CHAMP** as seen at the top football games coast-to-coast...worn by executives, lawyers, doctors, sportsmen, gives you features of hats costing \$15. It's America's greatest hat buy at only.....

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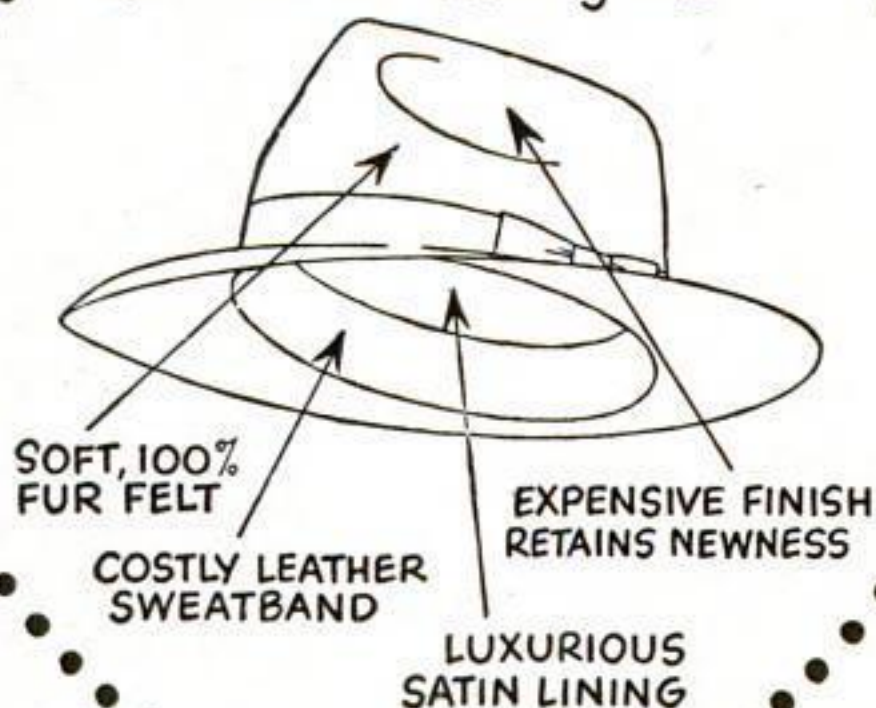


CHAMP "GAUCHO" A devil-may-care, dynamic South American style. Puggree-type band, Narrow ribbon edge. A smashing fine hat value!...\$7⁵⁰



"Hi Champ"

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FREE! 1948 Champ Football Book! Packed with new facts, college and Pro game schedules, stadium diagrams. Get yours at men's stores and department stores from coast to coast. If your dealer cannot supply you, write us his name and address. Champ Hats, Inc., Philadelphia, Pa.



Ed Taintor isn't fooled often!

Ed Taintor, of Lake Worth, Florida, is a skilled carpenter—and he hits the nail on the head on most other things, too. You'd find he does his own thinking and has pretty definite ideas on a lot of subjects—government, politics, foreign policy, business. About business, Ed says, "Could be that profits are too high these days."

Smart as he is, Ed's missing the nail on that one! For, as it happens, Government figures show that industry actually averages *less than half* what Ed—and perhaps you, too—believe would be a *fair* profit.

For, according to a recent nationwide poll, Ed and most Americans believe it would be fair for manufacturers to make from 10 to 15 cents out of each dollar of sales. *That's just about double what industry really does average.*

And not only are these profits far less than you may have imagined: about half of them are plowed right back to help pay for the development and progress that produce more goods, more jobs, and greater security for all. That's how the "profit system" works to give you and all Americans more good things than are enjoyed by any other people on earth!



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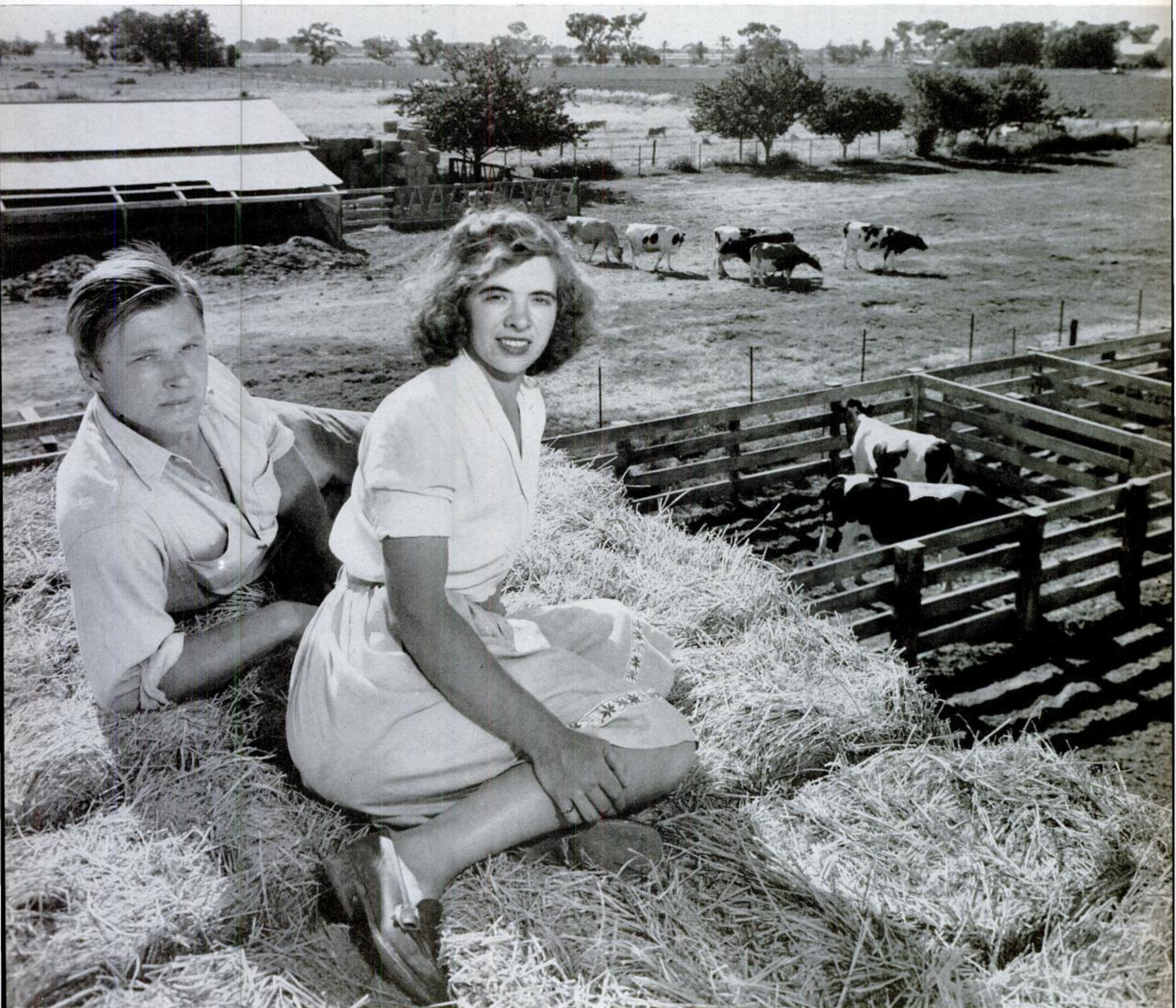
ESCAPE TO THE COUNTRY

Eight couples fed up with city life take to farms and small towns and go into business for themselves

Every day in big cities like New York and Chicago young people jamming their way into elevators, dodging taxis and sweating out office routines wish they were somewhere else, doing almost anything else. Wiping soot from their furniture, they long for some clean, fresh air to breathe and a safer, roomier place for their children to play. Once

in a while a young couple will screw up its courage and decide really to make the break. But financing is the big problem. Sometimes a GI loan will do, but for larger sums well-heeled friends or relatives are usually necessary to get plans beyond the day-dreaming stage. Also moving out usually means giving up a secure job, breaking family ties and

learning from scratch a brand-new way of life. But each year, particularly since the war, an increasing number of Americans is managing one way or another to leave crowds, noise and rush behind for a simpler existence on a farm or in a small town. On these pages LIFE shows eight couples who found a way to make the break and to make a living too.



FARMERS

The haystack on which Phillip and Cornelia Mantius are resting (*above*) overlooks their Phoenix, Ariz. dairy farm, far from the comfortable urban life they'd known in their families' East Coast homes. When they were married in 1941 they both resolved not to get caught up in routine city life but to strike out on their own to find something more rewarding. When they visited Arizona on their honeymoon, they liked its wide open spaces so

much that they borrowed \$10,000 from relatives to buy a farm. The going was hard and they lost most of their money while they worked to learn the ropes. However a local banker to whom they turned for a loan was so impressed with their energy that he helped them start afresh with a purebred dairy herd. Now they own 14 cows and work every day from 5:30 in the morning developing them into heavy producers. Their best cow, Molasses, gave 853 pounds of butterfat last year for an unofficial state record.

Have you heard?
skin-smoothing discovery called finer than Lanolin

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Doctors' tests show 8 out of 10 complexions beautifully improved with Jergens Face Cream. Now better-than-ever with smoothing Vitone.



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FOR MEN AND WOMEN

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Many others for men, women.

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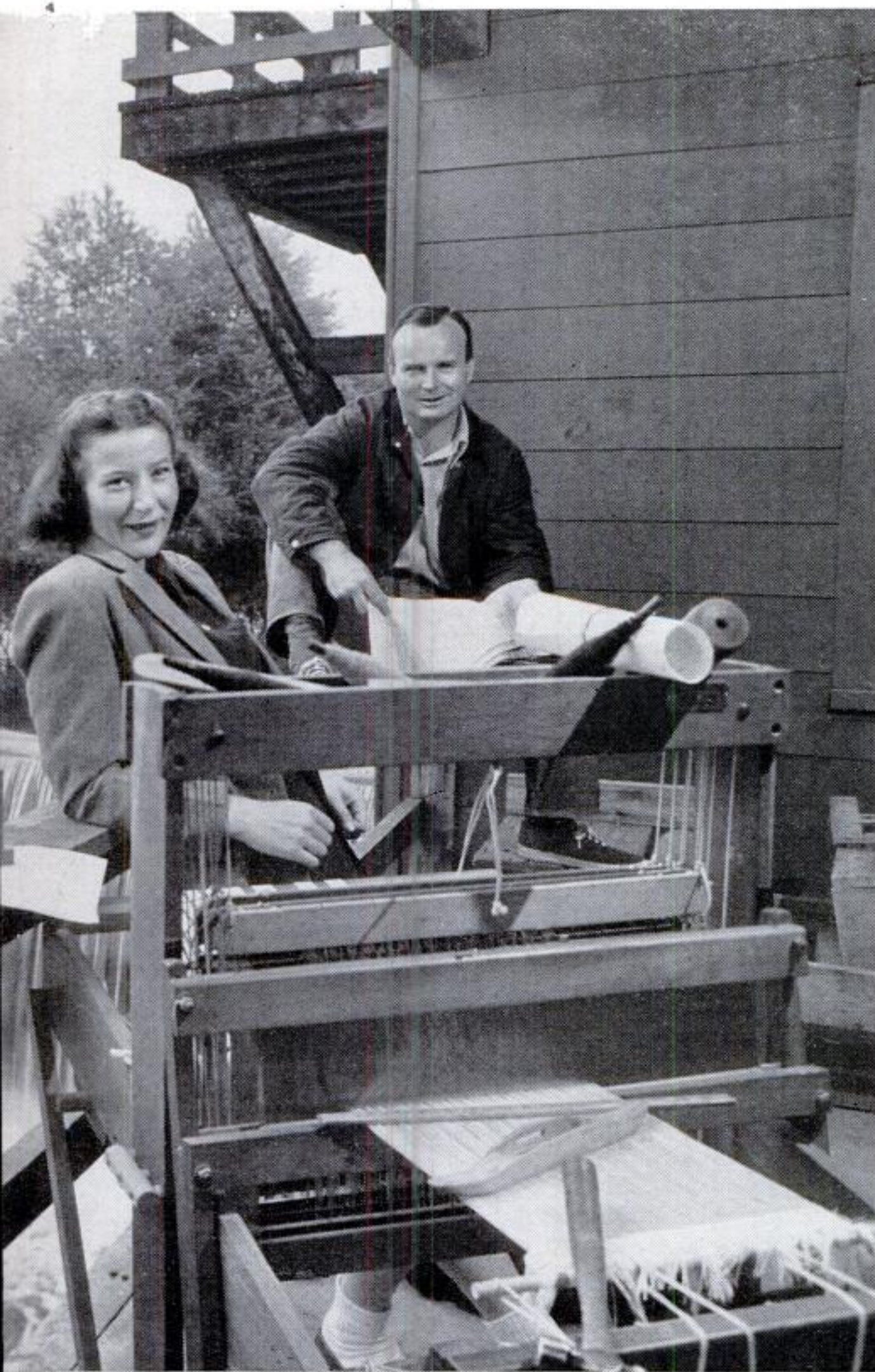
Escape to the Country CONTINUED



WEAVERS David and Anne Seeley had an especially good reason to escape from the city. David, with an Army medical discharge for tuberculosis, found it hard to stand the pace of a city job. When a friend told him of the revival of craft industries in Vermont, he decided that his best bet was to settle down in quiet, picturesque Weston, Vt. and take up the art of weaving. He and Anne went to North Carolina



VINTNERS After four years in the Navy Marvin Sands of New York City rounded up financing from his family to buy a winery at Canandaigua, N.Y. so he and his wife Marilyn could live where there was "plenty of grass and open air." As a trained chemist Marilyn helps and when they aren't busy producing their annual million gallons of wine, the Sands go swimming and boating on nearby Lake Canandaigua.



to learn the technique. Then with \$2,500 of savings and a loan from the local bank they purchased a farm for \$3,500, two looms for \$400 and \$1,000 worth of yarn. Now they set their looms up each day at the old Weston mill (above), a craft center, and work to fill their orders for woven neckties, bedspreads and baby blankets. They still haven't made much money, but they raise a lot of their own food and think they can weave enough this year to net about \$3,000.



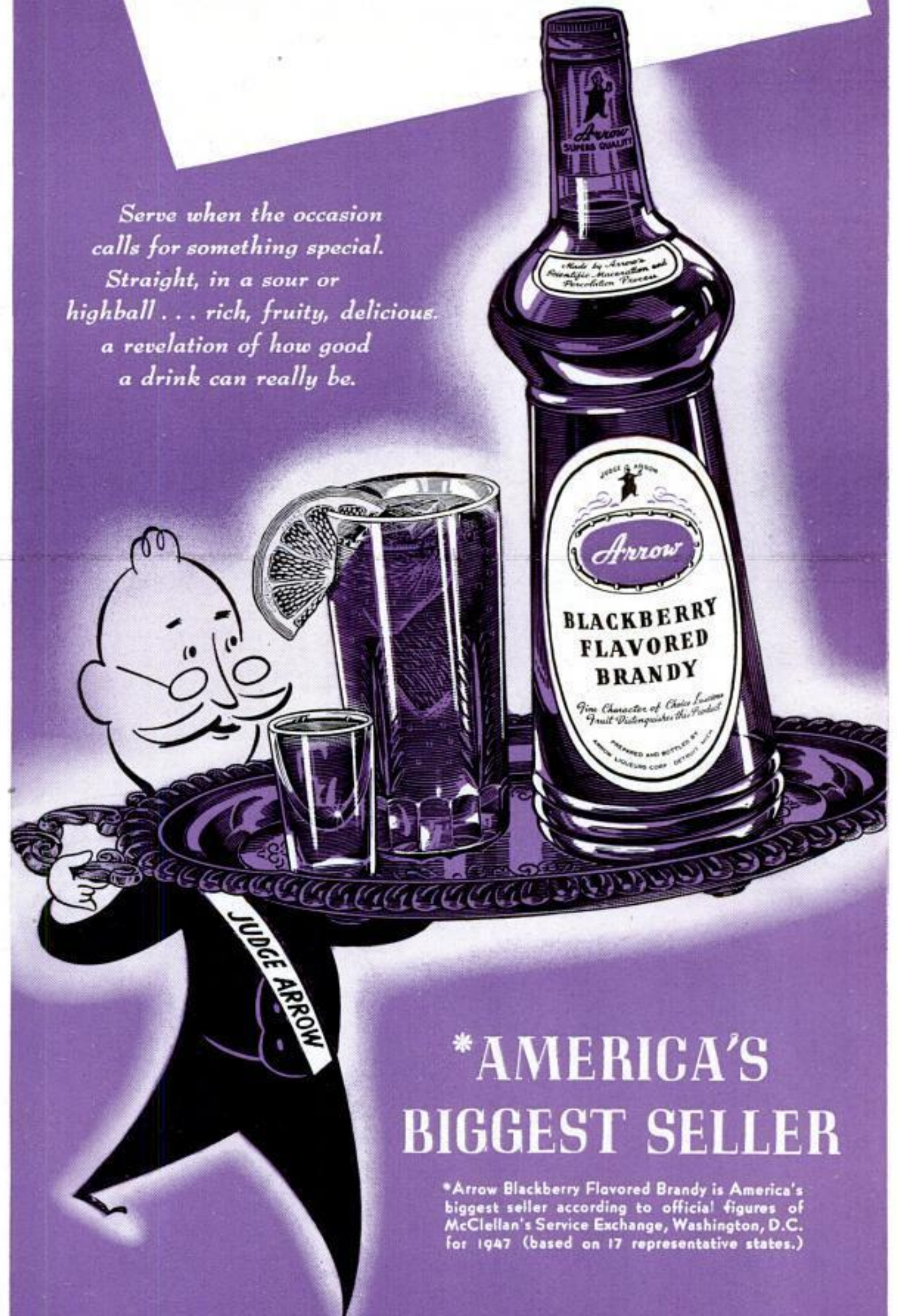
ARTISTS Betsy and Hans Werner lived in Chicago for 10 years, where Hans was a busy salaried artist and Betsy a display designer. But their steady city jobs left them too little time for leisurely painting so they opened a small workshop in Santa Fe, N.M. Here they build fancy props for department store displays for a living but have plenty of time left over to paint local Indians like Joe Esquibel (above).

CONTINUED ON NEXT PAGE

Old Favorites Are Best

Arrow BLACKBERRY FLAVORED BRANDY

*Serve when the occasion
calls for something special.
Straight, in a sour or
highball . . . rich, fruity, delicious.
a revelation of how good
a drink can really be.*



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*Arrow Blackberry Flavored Brandy is America's
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for 1947 (based on 17 representative states.)

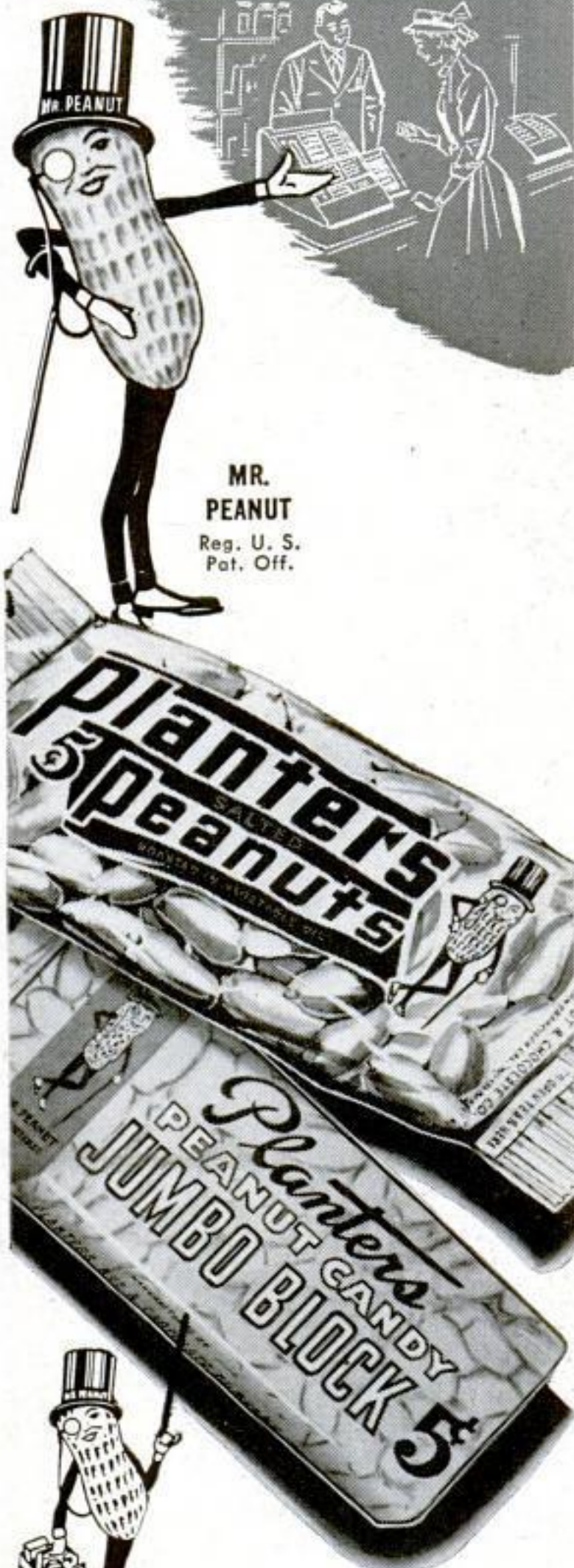
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a Wonderful Bracer,
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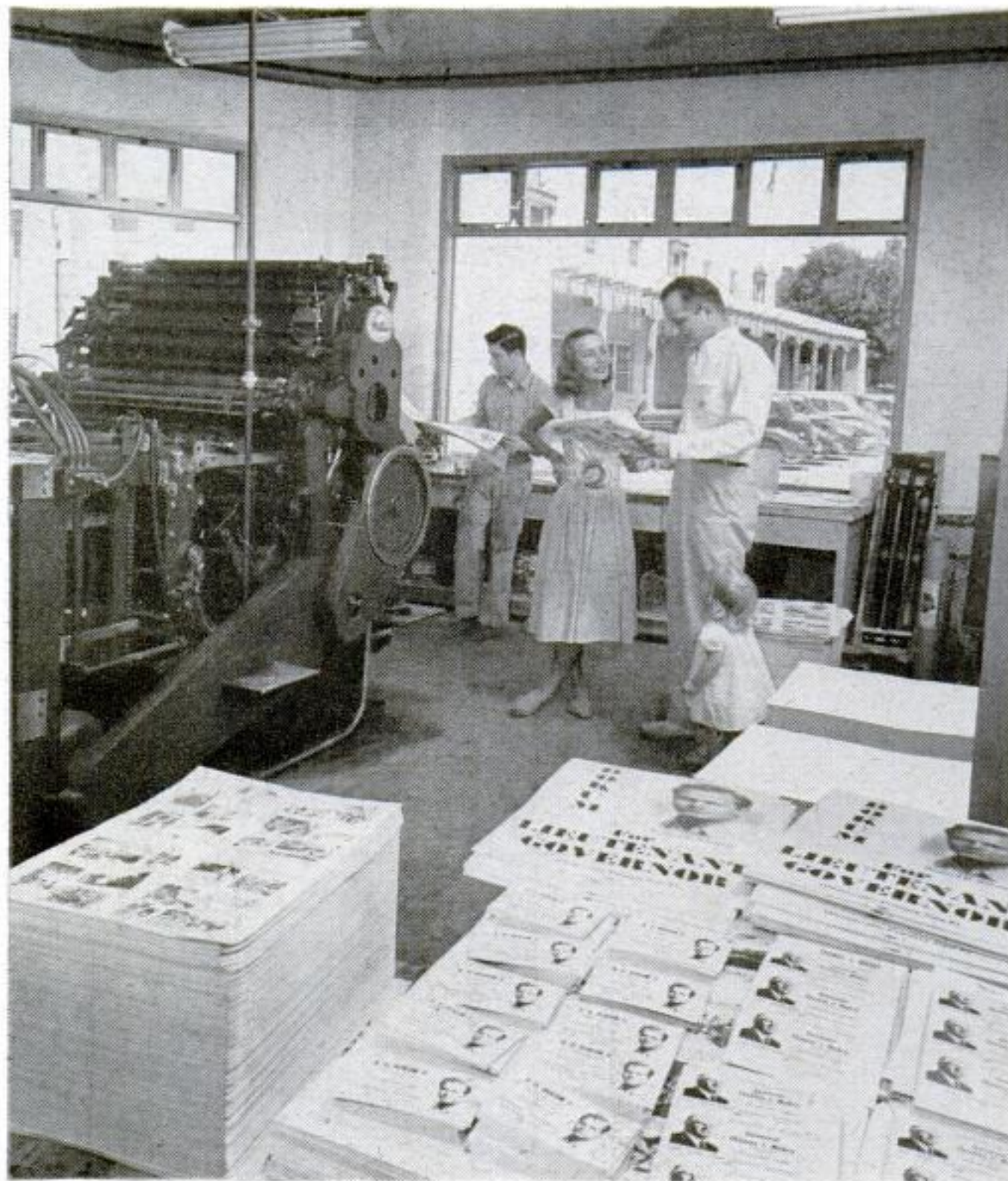
On these long hot days, when the energy just seems to ooze away, are the days you need and appreciate PLANTERS more than ever.

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NEWSPAPERMAN

When Dick Bokum got out of the service, he and Marge, his wife, decided they could not stand going back to Chicago, where Dick had worked at Sears, Roebuck. They too headed for Santa Fe, N.M., which they'd grown to like on vacations. With \$2,500 Dick bought two weekly newspapers with a combined circulation of 300. Last year he raised the total to 4,000, netted \$20,000 from the papers and job printing and still had time to hunt and fish. Campaign posters (foreground) are left over from Bokum's campaign for lieutenant governor. He lost but he had fun doing that too.



LAUNDRY OWNER

Frank Davis borrowed enough money to buy a seat on the New York Stock Exchange before the war after learning the ropes as a clerk. It was a hectic life, though, and going to sea with the Coast Guard helped him to break away from the city and to start over as a small-city businessman. Settling in quiet Burlington, Vt., he borrowed some more money to erect a Quonset hut and set up a self-service laundry which now makes him about \$5,000 a year. With his wife and two boys he lives in a remodeled barn which overlooks Lake Champlain. Most of his neighbors are city escapees too.

HUSH MONEY

Tommy, age 8, was visiting his nine-year-old cousin John. At breakfast, he got his first taste of Grape-Nuts Wheat-Meal.

While John's mother was in the kitchen, Tommy began to smack his lips loudly after every mouthful.

"Gee," he said, when he had downed the last tempting spoonful of Grape-Nuts Wheat-Meal, "that's the best hot cereal I ever tasted!"

"Hush up!" said John. "Mom gives me a nickel every morning I eat all my cereal. Do you think I want her to get wise to how good it is?"

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CONTINUED ON PAGE 137

Simplicity shows you

1 suit dress to sew...6 ways to wear it!

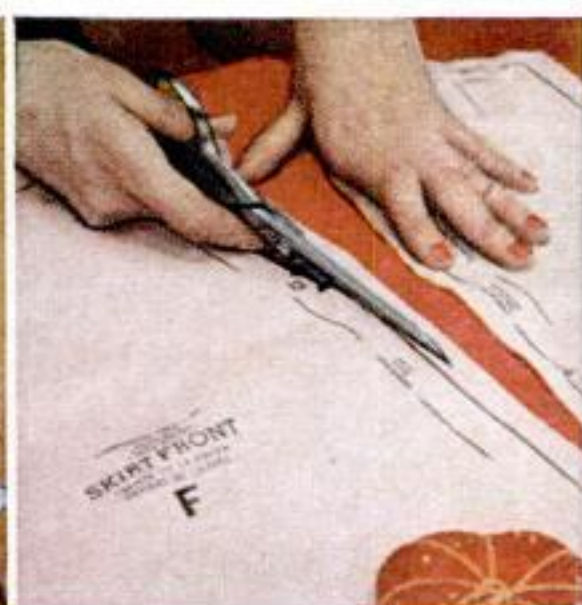
Exciting as fall's first red maple leaf, this peplum-proud suit dress looks different whenever you change the neckline.

Skirt fullness centers in the back, the new focus for fashion interest. So smart, so easy to sew, so *economical*!

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Simplicity 2605

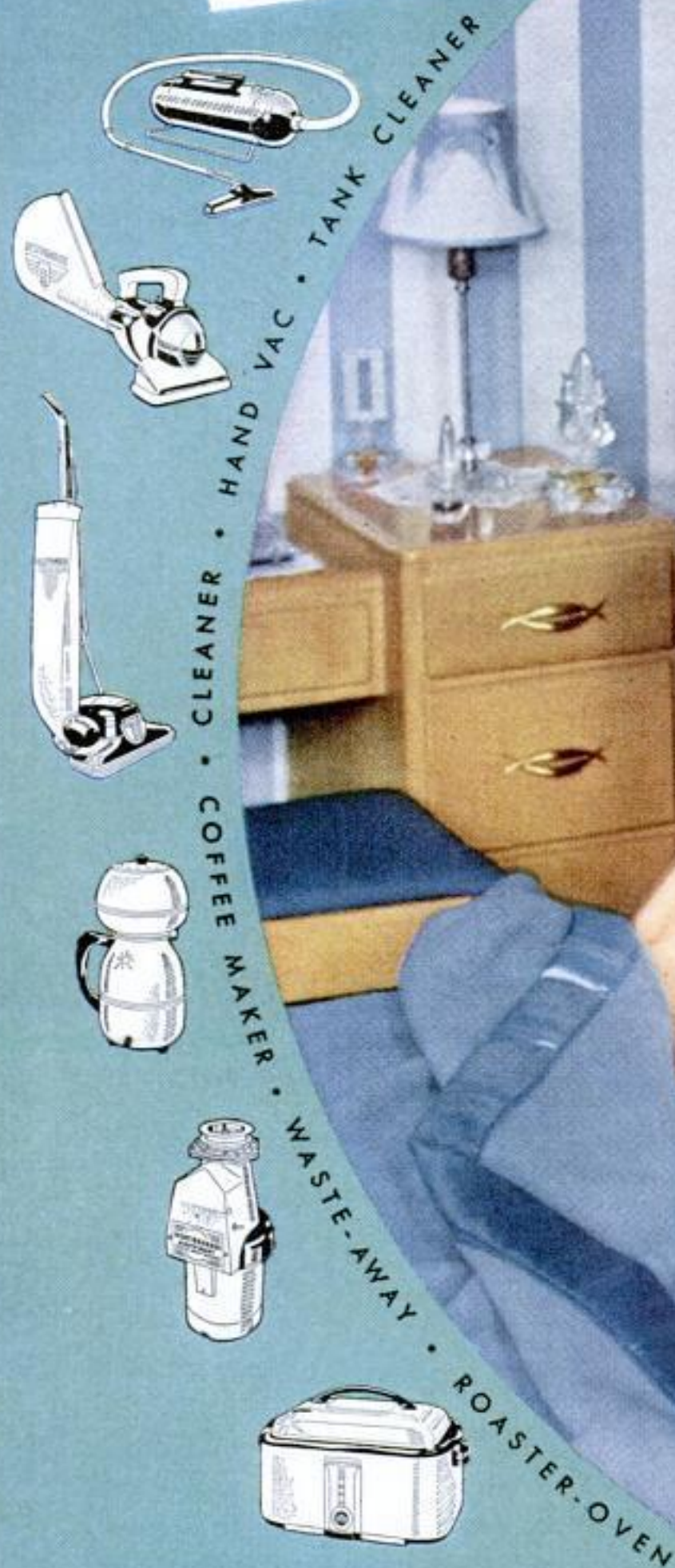


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Botany Flannel

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Here's the latest in Electric Bedcoverings... at a price so low you'll want one for every bed in the house. It's practical, comfort-giving, completely different and new! Just spread the Electric Sheet over the regular top sheet, then any blanket, quilt or comforter you now have can be used as a top cover. You get *automatically controlled* warmth without weight. Simply set dial—the Automatic Watchman Control maintains the warmth you select the whole night through. Packs easily into an overnight bag. Fits double or twin beds. Approved by Underwriters' Laboratories, Inc. See this sensational new Electric Sheet at your Westinghouse retailer's now. It's the big news of the year!

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TUNE IN TED MALONE... EVERY MORNING, MONDAY THROUGH FRIDAY... ABC NETWORK



DUDE RANCHER Richard Schoenberger (above, standing) met his wife (left) while both were executives with Norman Bel Geddes, New York designer. When they discovered that no matter how much money they made they could not seem to save any in the city, they went into partnership with Ivor Peterson (right), a former electric motor manufacturer, and bought a 1,400-acre dude ranch near Granby, Colo. Although building up a guest ranch took all their ready cash, the Schoenbergers are breaking even and having just as much fun fishing and riding as their \$130-a-week guests.



WRITER Stanley Walker, famous onetime city editor of the New York *Herald Tribune*, has settled down with his family on a 300-acre ranch near Lampasas, Texas, where he was born 49 years ago. When he decided to get out of the city in 1946 Walker wrote, "I am forsaking the treadmill for some fresh air, the company of unhurried characters and a generous slice of rugged individualism." At Lampasas he continues to free-lance, but his chief interests now are a milch cow, 200 turkeys and a dozen pigs. He has no electricity or telephones, but he has found his fresh air and plans to add 700 more acres of elbow room.



If you've set your cap for Jimmy, try this new Eagleknit. The vizor style is borrowed from the boys, but it brings out all the girl in you. It does things for your face. The colors are beautiful. Ask your dealer. Write for catalog of smart Eagleknit styles. Eagle Knitting Mills, Inc., Milwaukee.

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CHICKEN FRICASSEE Generous servings of tender chicken parts, ready-cooked in their own rich juices and swimming in real butter gravy—just heat and serve. 3 cans equal approximately 1 chicken.

BONED TURKEY Pre-cooked turkey meat, boneless and flavor-sealed for your convenience. Ready to eat, hot or cold in main dishes, salads, sandwiches. 6 oz. can equivalent to 1 lb. of dressed turkey.

BONED CHICKEN Corn-fed Iowa and Nebraska chickens, boned raw and cooked in the container. No bones! Wonderful in casseroles, creamed, in pot pies, etc. 6 oz. can equivalent to 1 1/2 lbs. of dressed chicken.

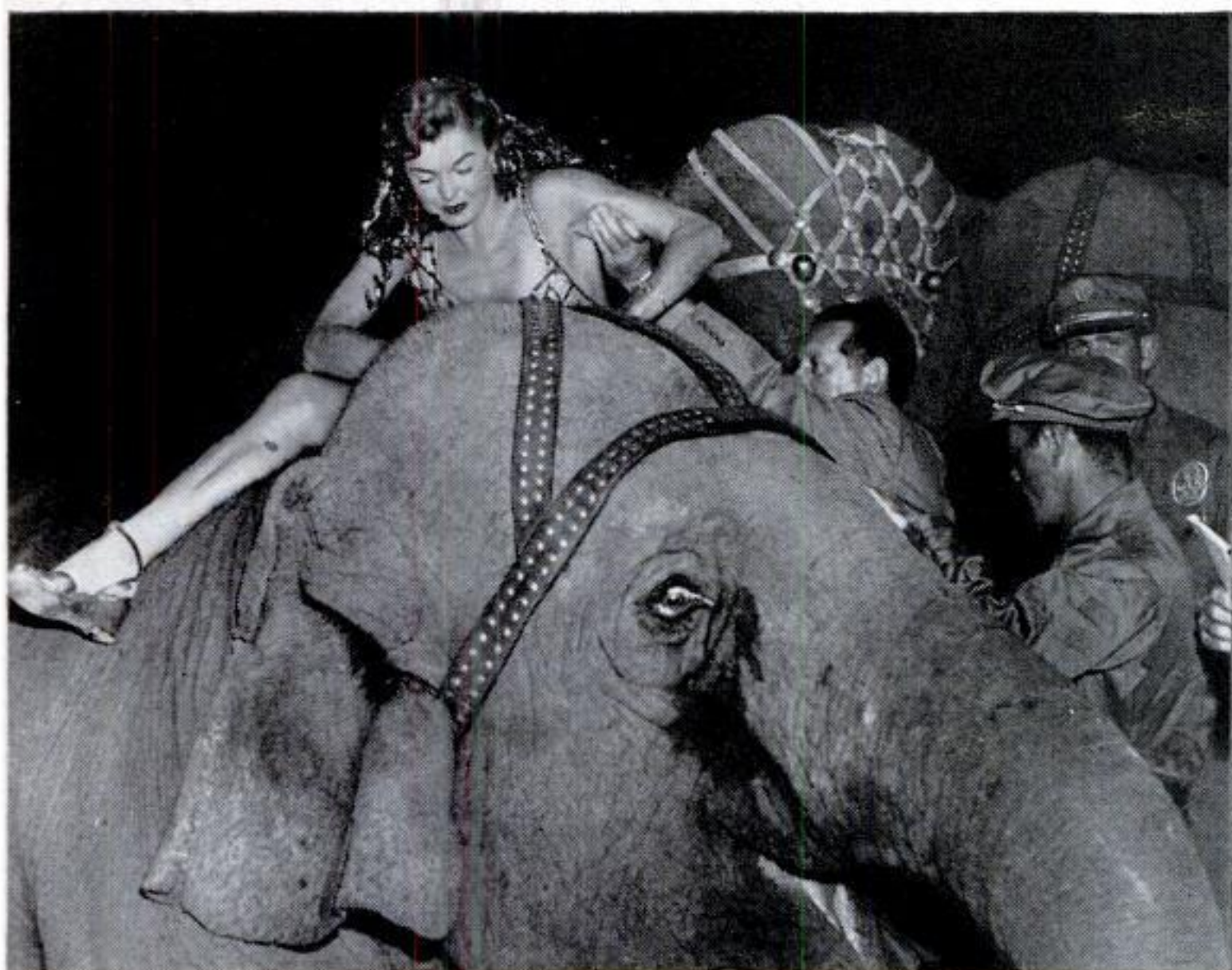
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CHICKEN★TURKEY



BING CROSBY STICKS OUT HIS TONGUE
AS AUDIENCE FAILS TO RECOGNIZE HIM

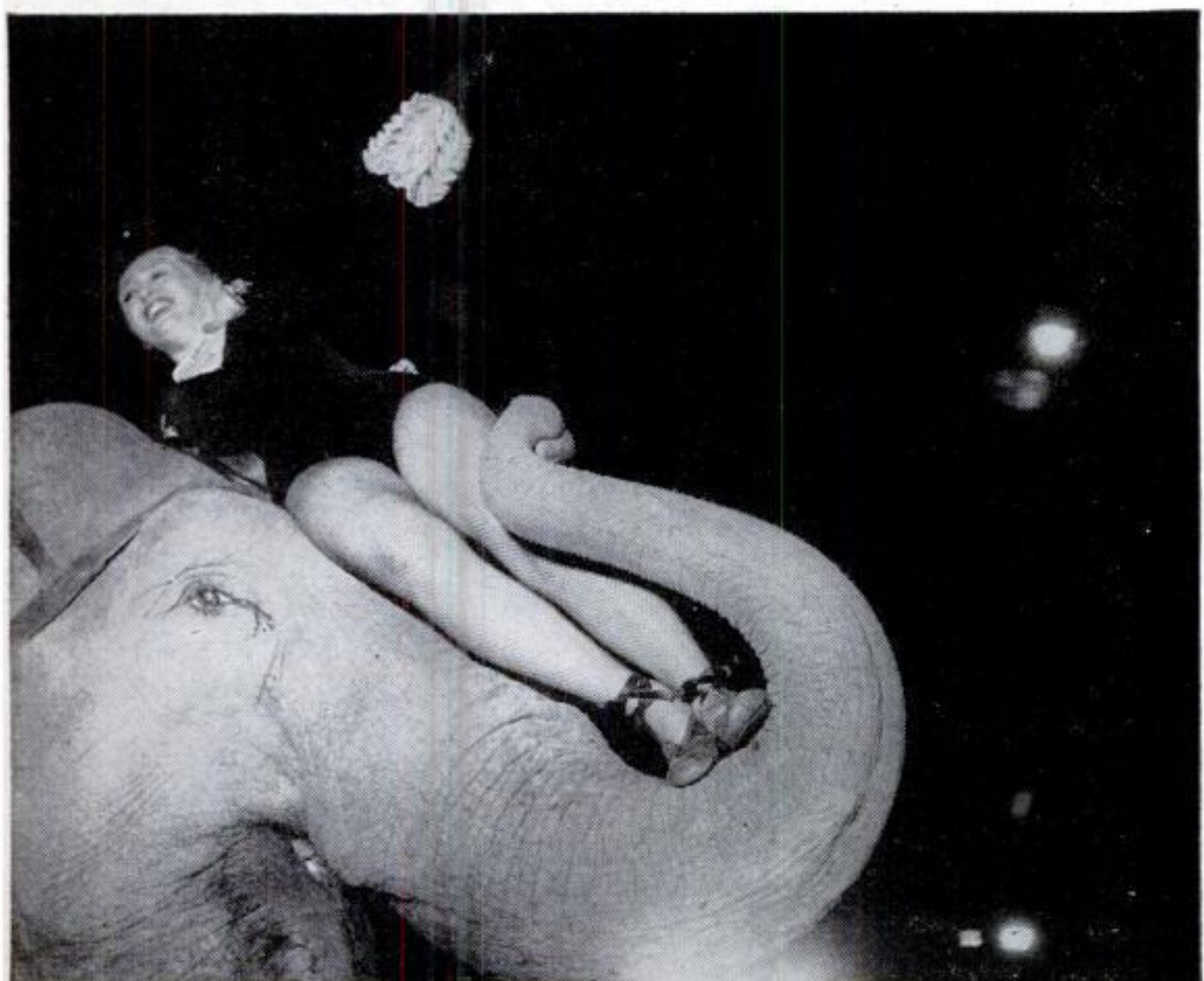


ESTHER WILLIAMS GETS A BOOST AS SHE MOUNTS AN ELEPHANT FOR THE PARADE

Life Goes to a Circus in Hollywood

Stars put on colossal charity show for a hospital

That part of Hollywood which did not spend the summer on Riviera beaches (LIFE, Sept. 13) came out in splendor on the night of Sept. 4 to put on the biggest charity show in movie history. Stars and starlets, comedians, juveniles, gossip columnists, men of distinction and pretty girls in every standard size rode elephants, dressed as clowns, posed for photographers, and in general amused themselves hugely. All this had been promoted under the whip of Ringmaster Kay Kyser, who arranged the stars' special appearance with the Ringling Bros. and Barnum & Bailey Circus. Purpose: to raise money for a new wing at Saint John's Hospital, urgently needed in fast-growing Los Angeles. Celeste Holm rode the elephant beautifully, Bing Crosby, Harpo Marx and Danny Kaye made fine clowns, but the only truly professional performer was Burt Lancaster (right), a former circus acrobat. The 10,000 customers, who paid up to \$100 a seat, were more than satisfied with the amateurs and cheered them through more than three sweaty, flashbulb-streaked hours. Total receipts: \$250,000.



CELESTE HOLM goes for a ride on the trunk of an elephant. She was the only one of the movie people in show to do her parading in this carefree, professional-looking way.

BURT LANCASTER PERFORMS ON TOP OF POLE HELD ON CIRCUS MAN'S HEAD ➔



CONTINUED ON NEXT PAGE

Beautiful



...and makes

Beautiful
toast!

This new Proctor is an expert at making perfect toast, just as you want it, thanks to that silent wonder-worker, the Proctor Color Guard.



...An Amazing Test

Toast a slice of bread in your new Proctor. It pops up appetizingly brown as set. Now retoast the same slice! Ordinarily you'd expect it to be burnt to a crisp. Instead it pops up warmed, but not burned. Only Proctor Toasters can pass this test. Fair Trade Price \$22.00 Fed. Tax Incl.



The New 1948

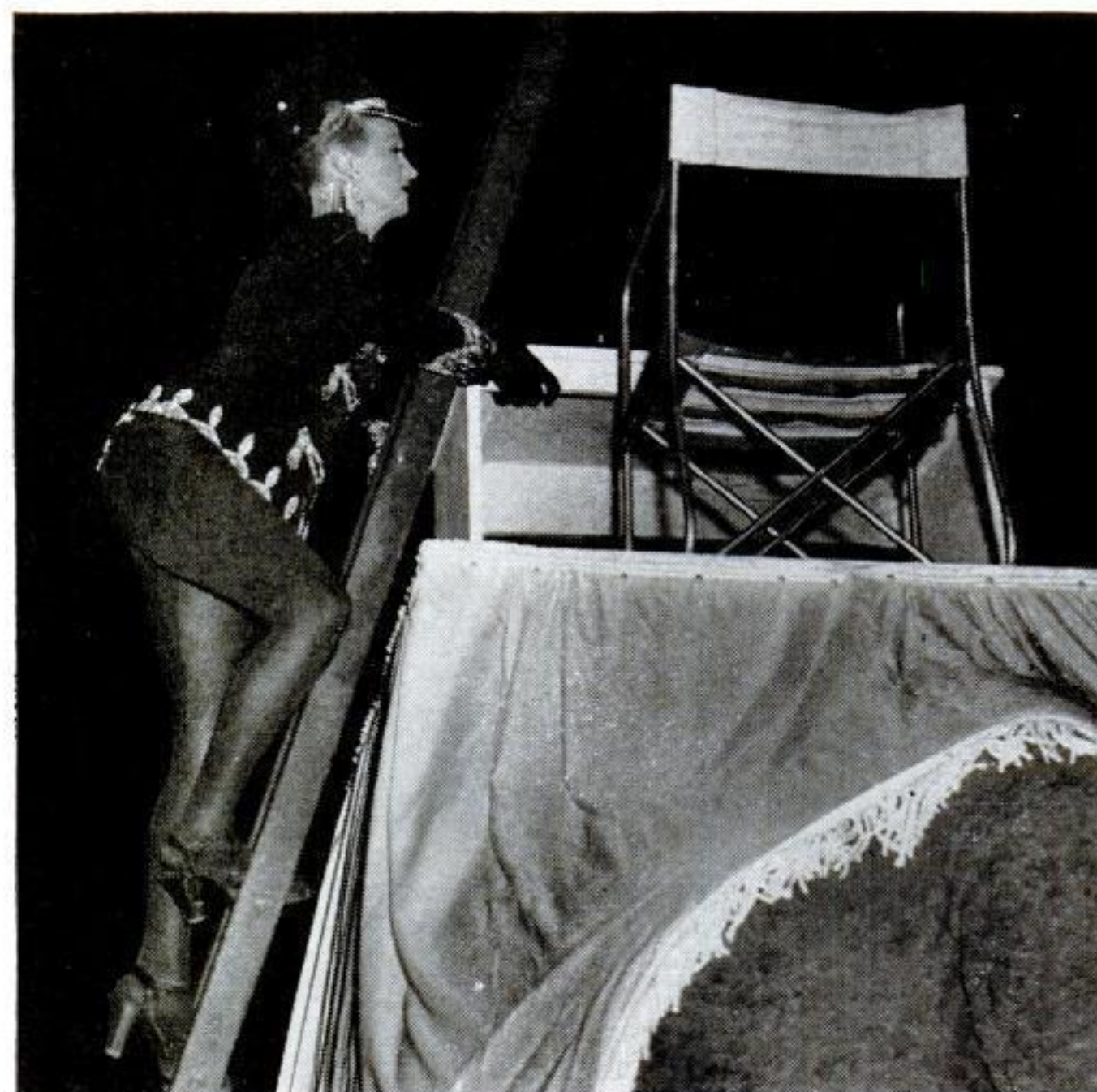
PROCTOR

Automatic Pop-up Toaster!

PROCTOR ELECTRIC CO., PHILA. 40, PA.



TURNABOUT is fair play as Actress Rosalind Russell, arriving in circus arena, first obscures Gossip Columnist Louella O. Parsons with her fancy feather hat, then is obscured by it herself. Louella's hat almost stopped the show.



RIVAL GOSSIP COLUMNIST Hedda Hopper, wearing tights that kept her from sitting down comfortably all evening, climbs aboard an elephant on whose back she paraded proudly round the ring, pretending to type her next column.

GIRL SQUEALS



(with delight)

over that distinctive tangy flavor of **CHEEZ-IT** crackers!



America's largest selling cheese cracker!

A Quality Product of Sunshine Biscuits, Inc.

To Make Plain Stew **SUPERB!**



57

You know
it's good
because it's
HEINZ!



CONTINUED ON PAGE 142

new! sensational!

no-sag springs

PUT LONGER LIFE INTO FURNITURE

by taking perishable materials

OUT



No-Sag helps create strikingly beautiful furniture. Note, too, how No-Sag Springs completely conform to body contours—provide maximum spring surface for luxurious comfort!



*PATENTED AND
PATS PENDING



NO-SAG SPRINGS are entirely self-supporting

- NO** webbing to tear
- NO** twine ties to break
- NO** webbing tacks to rust and fall out
- NO** more sagging furniture bottoms



One of the greatest furniture developments in years! Unlike coil springs, No-Sag Springs* require no supporting materials—materials that can and often do "give way", leading to premature furniture breakdown. Thus, No-Sag Springs add years of life to furniture. More comfort, brilliant beauty, too! To get longer service, greater satisfaction from furniture, make sure it has genuine No-Sag Springs. It costs no more than ordinary furniture!

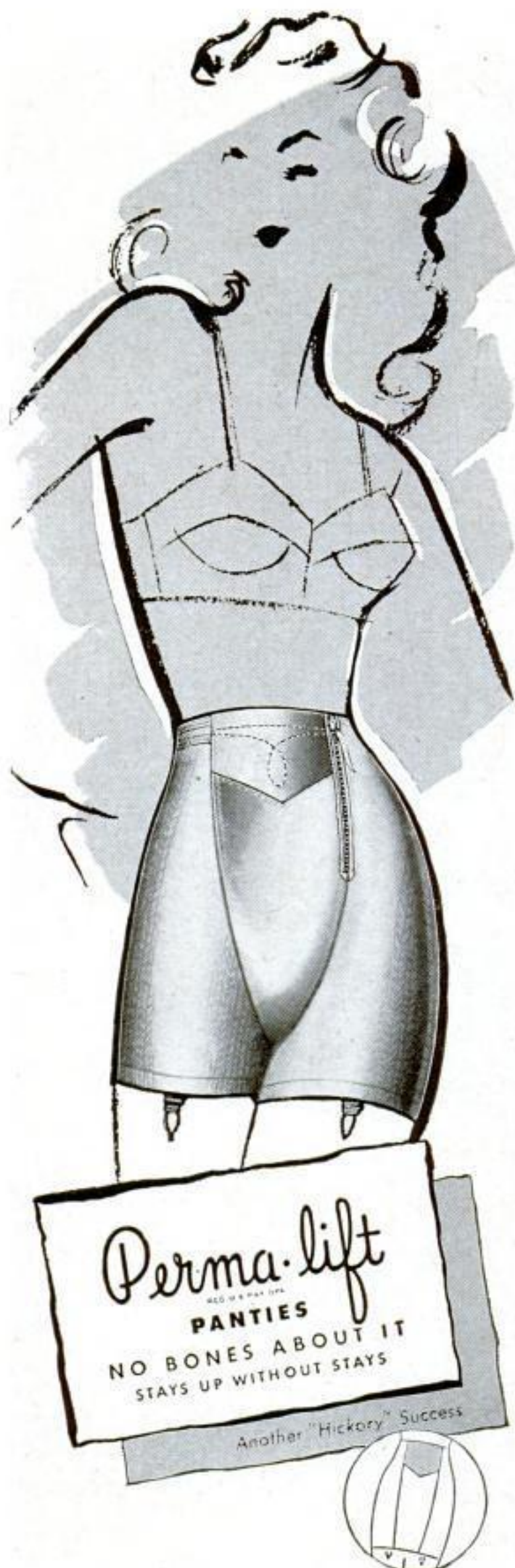
Valuable **FREE** book tells how to get more for your furniture dollars. Send for it **TODAY!**

Look for this tag, get better furniture at no extra cost.

NO-SAG SPRING CO.
21590 Hoover Road, Detroit, Michigan
Send me **FREE** book "You Can't Know Furniture Until You Know Springs".

Name.....
Address.....
City.....Zone.....State.....





For a Vibrant
Lovelier You

NO BONES ABOUT IT

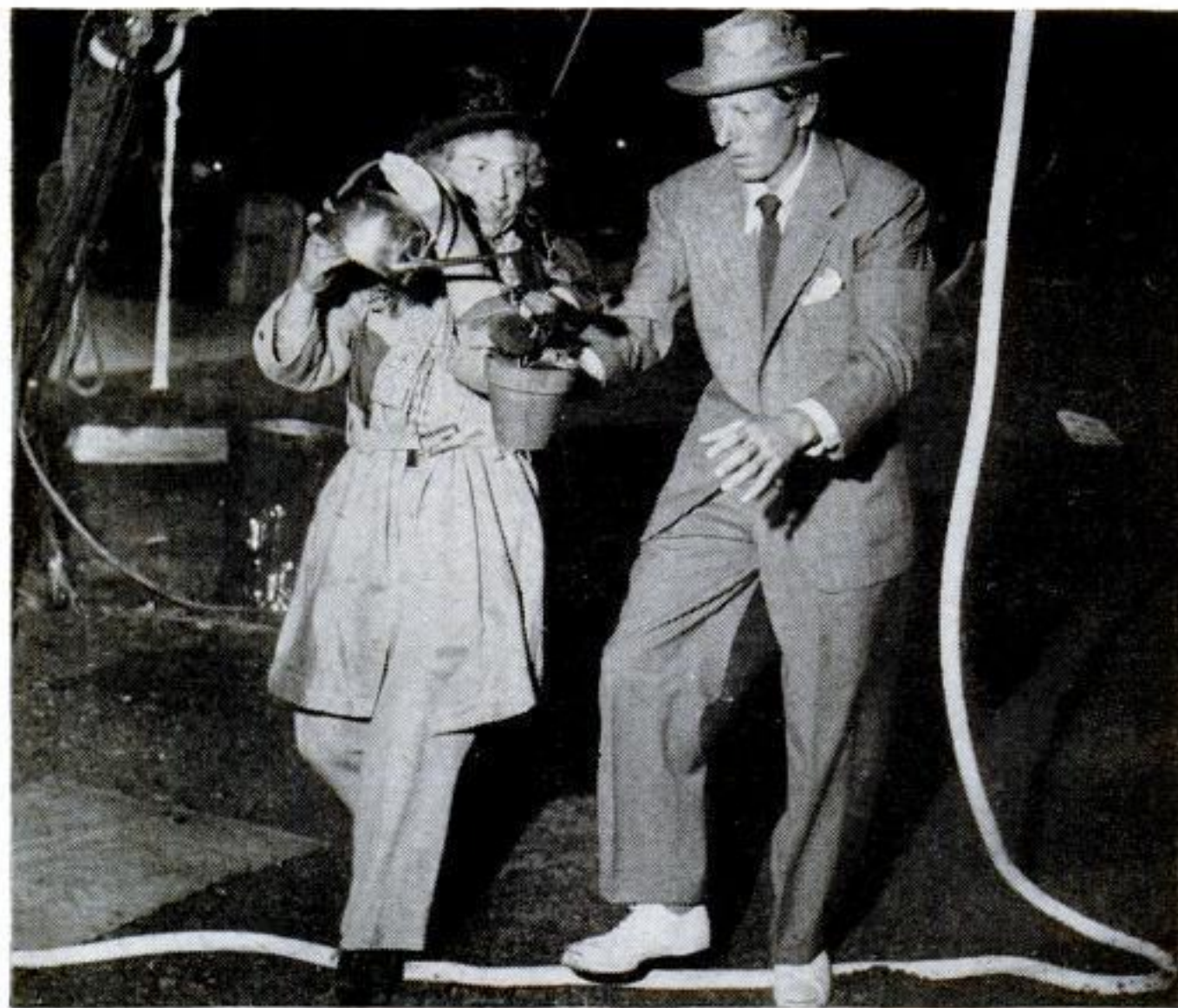
Stays up without stays

There's a "Perma-lift" Pantie designed just for you—the comfortable pantie preferred by millions of smartly styled women. The exclusive magic inset designed in the front panel is your guarantee that your "Perma-lift" Pantie won't roll over, won't wrinkle, won't bind, yet it stays up without stays. Be expertly fitted at your favorite corset department. Buy and try a "Perma-lift" Pantie today—\$5.00 to \$12.50.

Enjoy a "Perma-lift" Bra—America's favorite bra with "The Lift that never lets you down." Price—\$1.50 to \$3.50

"Perma-lift" and "Hickory" are trademarks of A. Stein & Company (Reg. U. S. Pat. Off.)

Circus CONTINUED



OLD CLOWN TRICK is performed by Harpo Marx and Danny Kaye with a potted plant and a watering can. The plant grows taller each time they appear.

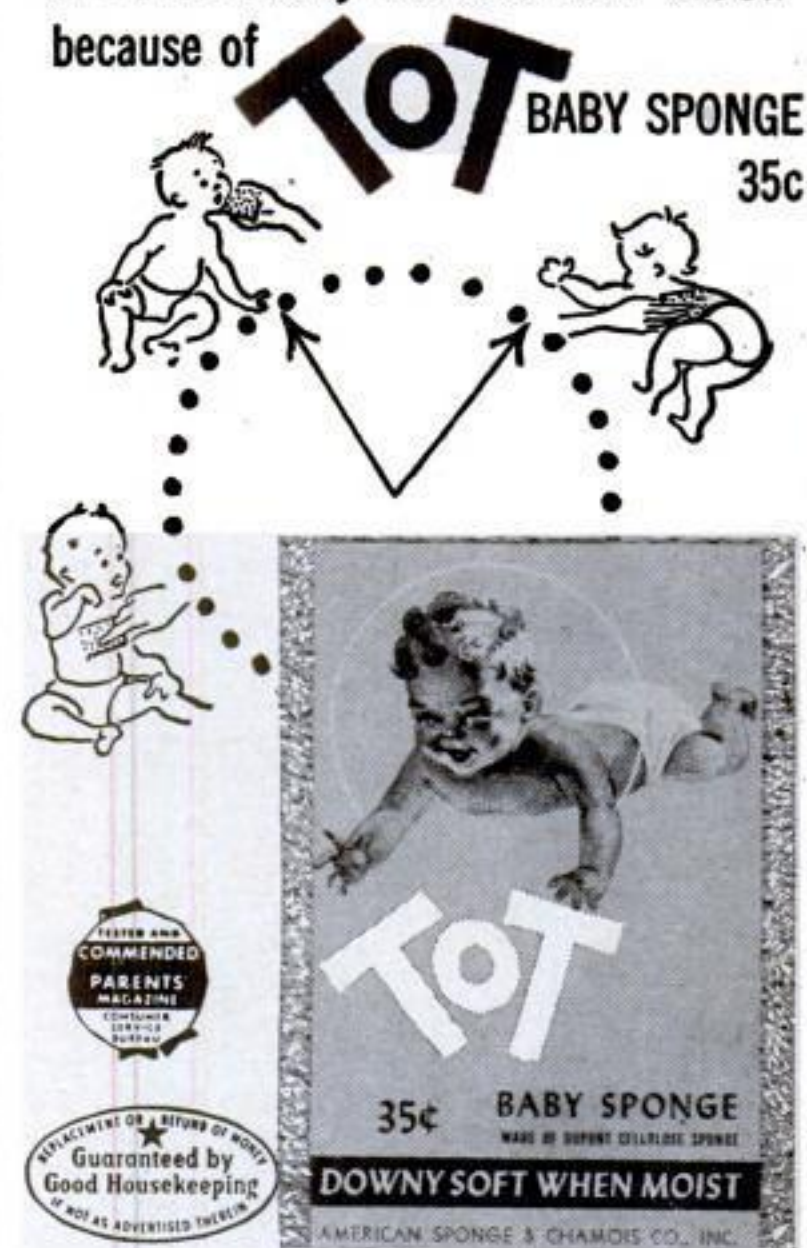


WELL-WATERED PLANT grows out of sight on their last trip around. Kaye's clothes meanwhile have shrunk drastically as a result of all the watering.



FRIENDLY HARPO, who never misses a chance to ogle or annoy a passing babe, waters a circus souvenir seller. Kaye (right) is drenched and exhausted.

A clean Baby around the clock
because of



*made of DuPont cellulose sponge.

Babies keep mothers on the jump 24 hours a day but gentle TOT* shortcuts the daily drudgery of bathing, feeding, diapering and 'accident' time.

TOT baby sponge was scientifically created for the 'crib crowd'.

TOT when moist is soft as baby's skin.

TOT is odorless, sanitary, "doctor-safe".

TOT may be boiled to sterilize after use.

TOT Baby Sponge is only 35c.

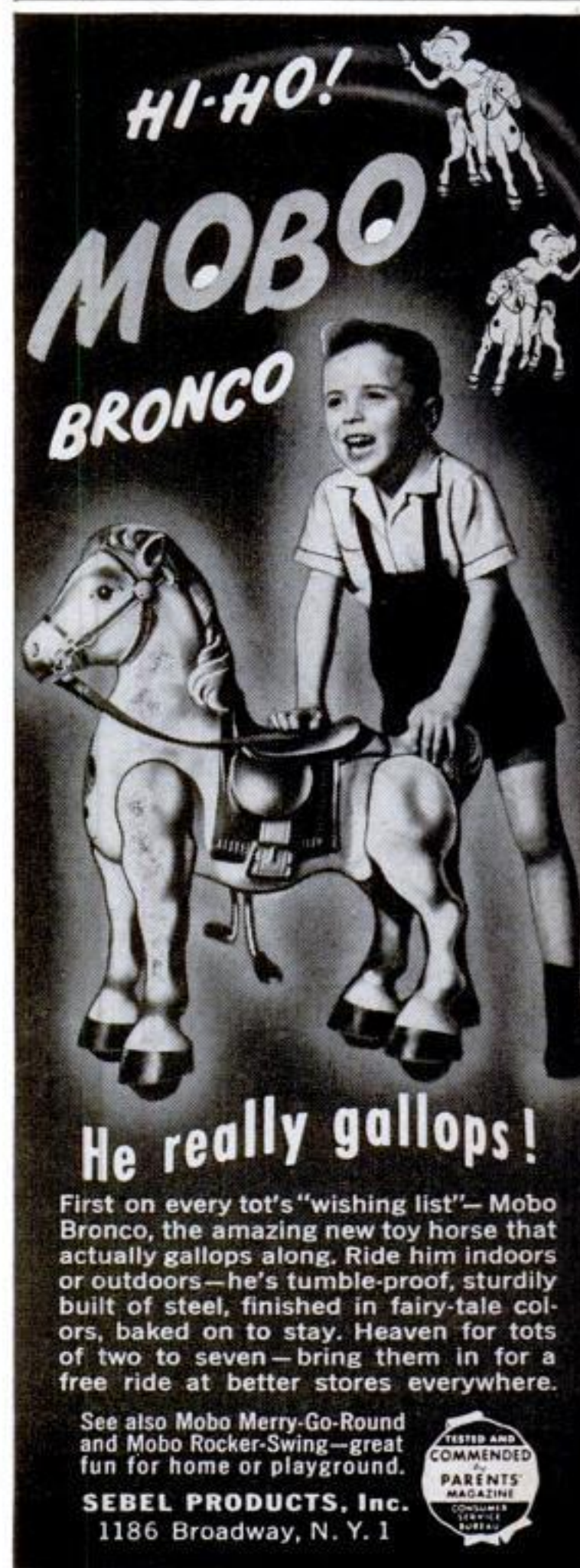
Ask for PLEX, mother's own cosmetic sponge at 10c, 15c, 25c.

At drug counters in fine drug and department stores, or write

Specialists in fine sponges since 1869

AMERICAN SPONGE & CHAMOIS CO., Inc.

51 Ann Street, New York 7, N. Y.



He really gallops!

First on every tot's "wishing list"—Mobo Bronco, the amazing new toy horse that actually gallops along. Ride him indoors or outdoors—he's tumble-proof, sturdily built of steel, finished in fairy-tale colors, baked on to stay. Heaven for tots of two to seven—bring them in for a free ride at better stores everywhere.

See also Mobo Merry-Go-Round and Mobo Rocker-Swing—great fun for home or playground.

SEBEL PRODUCTS, Inc.
1186 Broadway, N. Y. 1



CONTINUED ON PAGE 144

Dependable **CHAMPION**

America's Favorite Spark Plug



When the fire department is called, fire apparatus must start instantly, accelerate quickly, and reach the scene of action with all possible speed. This requires absolutely dependable spark plugs. That's why leading producers of fire-fighting equipment specify dependable Champion Spark Plugs. They, like other experts such as race drivers and operators of fleets of buses and trucks, know that Champions insure the utmost in performance and dependability.

FOLLOW THE EXPERTS
DEMAND NEW DEPENDABLE CHAMPIONS
FOR YOUR CAR



Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

The best brushes have DU PONT NYLON BRISTLES

... with handles and backs of nylon, too!

IT'S NEW!

IT'S SANITARY!
(can be boiled)

IT'S LOVELY!

IT'S ALL NYLON! Long-lasting nylon bristles with a handle and back of tough nylon plastic. Because it's *all* nylon, the brush can be sterilized by boiling... handle and back will stay serviceable and attractive... bristles will be strong, lively and sanitary. Nylon bristles dry rapidly, too... they don't get soggy and soft. You'll love both the beauty and durability of an all-nylon brush. When you're buying brushes, whether the backs are made of nylon or other exquisite plastics, be sure to look for the words *nylon bristles* on brush or package. E. I. du Pont de Nemours & Co. (Inc.), Plastics Dept., Arlington, N. J.

Product of **DU PONT** Plastics

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

● TUNE IN Du Pont "Cavalcade of America" Monday nights—NBC coast to coast.

Circus CONTINUED



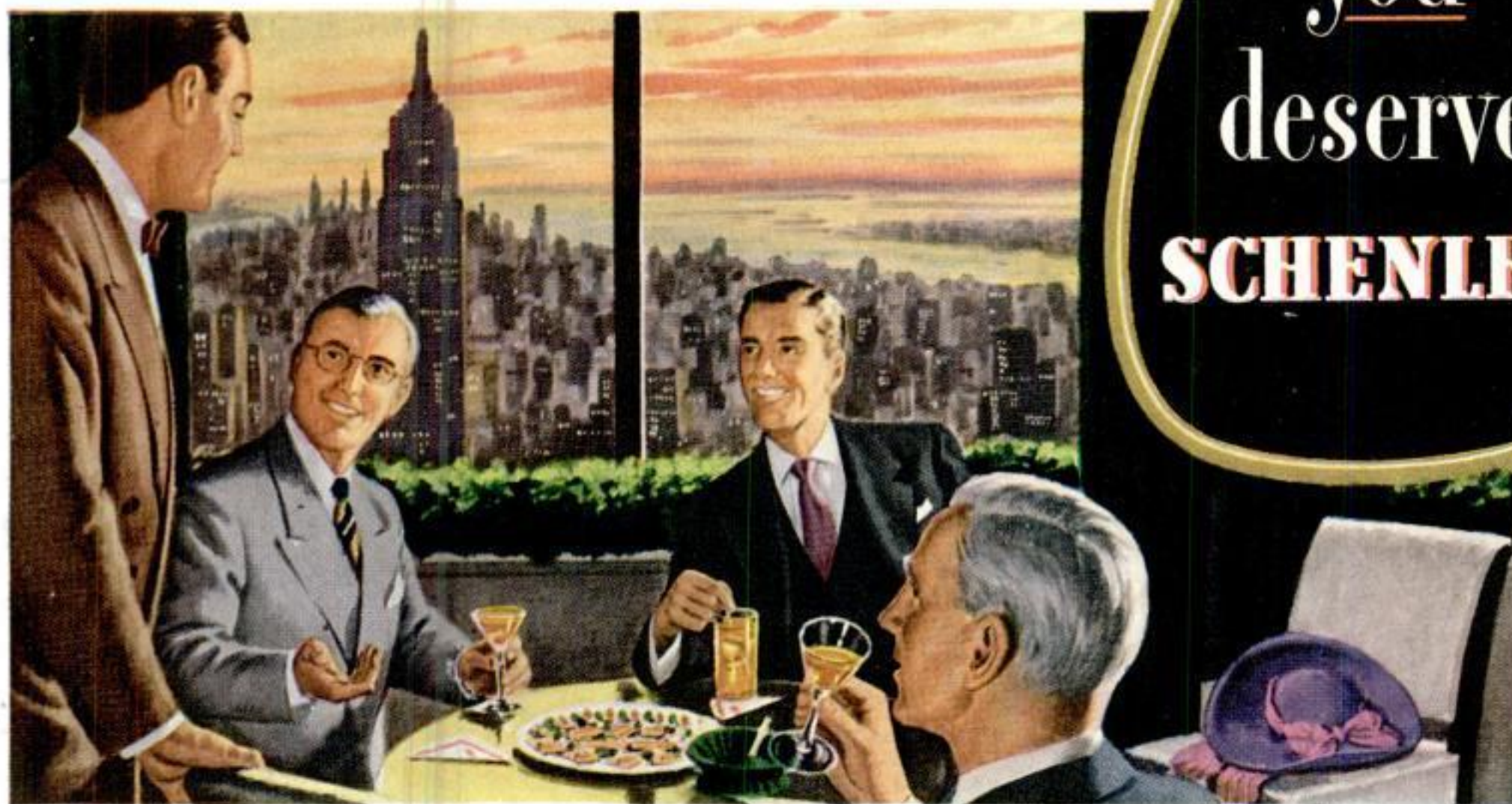
HOT AND TIRED in make-up tent, William Powell mops his brow while his wife and Dorothy Lamour chatter happily. Dorothy had snags in her stockings.



JUVENILE STARS Elizabeth Taylor and Margaret O'Brien worry over Elizabeth's hoop skirt. Margaret looks as if she should have been in bed long ago.

When day is done...

you
deserve
SCHENLEY



6 o'clock in New York. Ask a smart New Yorker his idea of a perfect set-up, as he catches a few moments of well-earned enjoyment. He'll tell you it's good friends, good talk—and a Manhattan made with the one whiskey you deserve when day is done—light, mild, friendly *Schenley*.



6:30 on a Texas Ranch. Now visit the hard-working Texas rancher when his day is done. He'll want his whiskey neat—the *brand* is richer, *finer* *Schenley*!



5:30 aboard the S.S. America. Join us on this famous liner, and note the preference for light, mild, friendly *Schenley* highballs.



Barbecue-time in Palm Springs. In luxury hotel or rustic lodge, all America agrees: When day is done you deserve *Schenley*.

From
the House of
Aged
Whiskies
SCHENLEY



Enjoy Schenley pre-war quality Blended Whiskey tonight!

- These facts tell the story of Schenley's *finer* pre-war quality:
- The straight whiskies in this product are 5 years or more old.
35% straight whiskey. 65% grain neutral spirits. 86 proof. 10% straight whiskey 5 years old. 21% straight whiskey 6 years old. 4% straight whiskey 7 years old.

COPR. 1948, SCHENLEY DISTILLERS CORP., NEW YORK CITY

Available in the distinctive decanter as well as the familiar round bottle. In both, traditional *Schenley* quality. →



The Sailfish are running



OFF PALM BEACH

Andrea Hammer has hooked a big one... and the battle begins. Here she gives him line as he jumps and tailwalks.

INTO THE BOAT

—after a 40-minute battle. This blue-and-silver beauty measured seven feet ten inches. It's another handsome catch for Mrs. Hammer... an enthusiastic angler for several seasons.

Noted angler ANDREA L. HAMMER agrees:
"In fishing — and in cigarettes too —
EXPERIENCE IS THE BEST TEACHER!"



SMILE OF VICTORY

Back on shore, Mrs. Hammer lights a Camel and poses with her trophy. Like so many smokers, Mrs. Hammer has tried several different brands of cigarettes—and compared. Camels suit her best!

MORE PEOPLE ARE SMOKING **CAMELS** THAN EVER BEFORE!

R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

WITH smoker after smoker who has tried different brands of cigarettes—and compared them for mildness, coolness, and flavor—Camels are the "choice of experience"!

And no wonder! For Camels are made from choice tobaccos, properly aged and expertly blended.

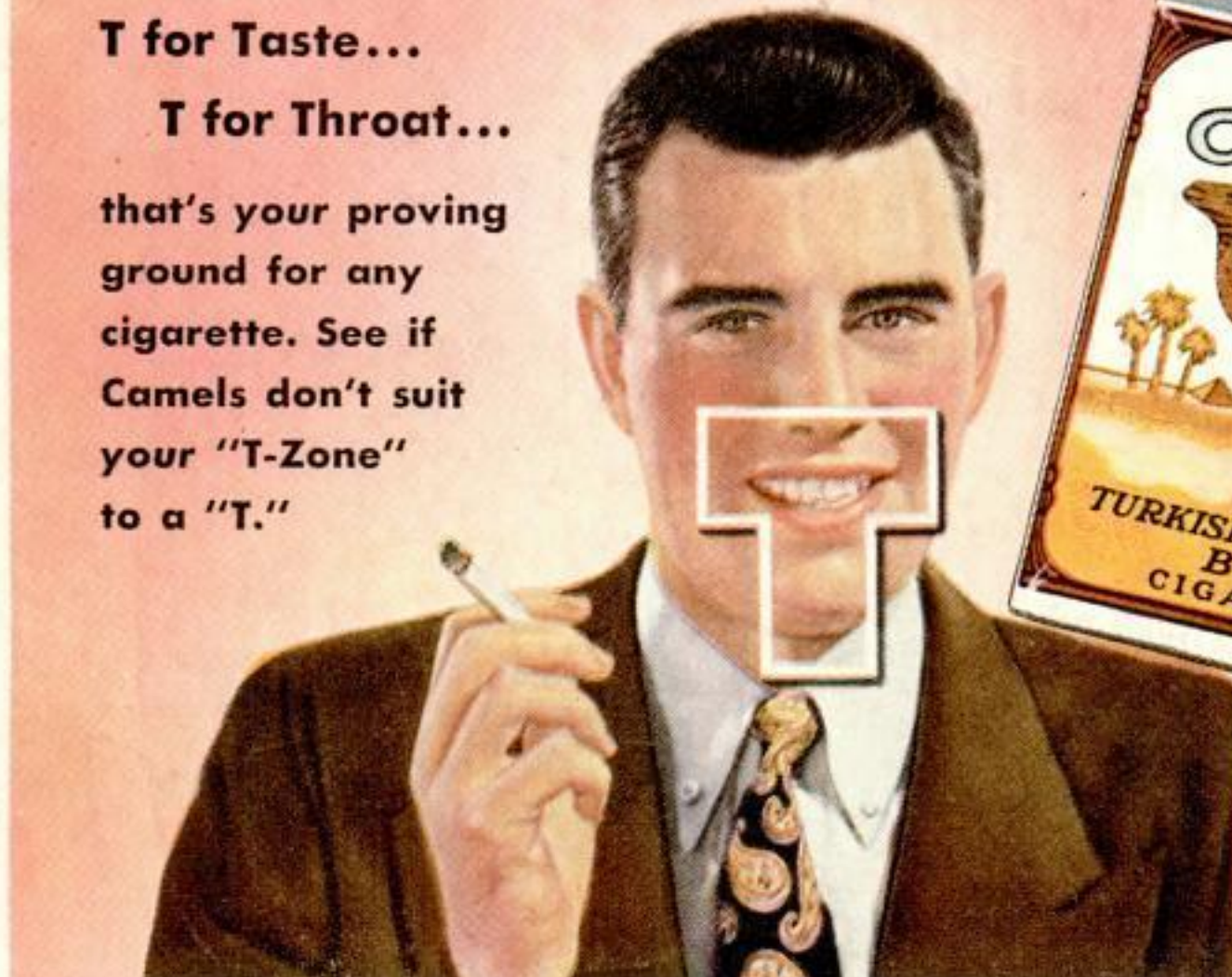
Try Camels yourself. Make your own comparison—in your "T-Zone." That's T for Taste and T for Throat—your own proving ground for any cigarette. Let your taste give you the good news on Camel's rich, full flavor. Let your throat report on Camel's cool-smoking mildness. See if Camels don't suit your "T-Zone" to a "T."

Let your "T-Zone" tell you why!

T for Taste...

T for Throat...

that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."



I'VE LEARNED FROM EXPERIENCE—CAMELS SUIT ME BEST!

CAMELS ARE THE 'CHOICE OF EXPERIENCE' WITH ME TOO. SO MILD AND COOL!

According to a Nationwide survey:

More Doctors smoke Camels than any other cigarette

Three leading independent research organizations asked 113,597 doctors what cigarette they smoked. The brand named most was Camel!